

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXX

NEW YORK, JULY 25, 1912

No. 4



Our whole theory is to seek clients on the basis of our record of success, and then extend to the clients thus obtained the broadest and most modern advertising and selling service available; rather than to seek advertising orders and try to get them by a cheap and tawdry display of special information or misinformation cooked up to satisfy the advertiser.

Please bear in mind that a gold-brick always looks good. It has to. Its superficial appearance is its sole virtue. We are perfectly willing to admit that we are out-promised every day; but we try to make performance square with promise.

Philadelphia

New York

Boston

Chicago

Cleveland

What A Day's Work Buys

Did you read Elbert Hubbard's "An Every-day Story?"

He tells of a farmer who stopped at his dealer's to duplicate a wagon purchased in '94—just eighteen years ago.

Everything went along swimmingly until it came to a question of price. Then there was trouble.

The farmer wanted to know *why* he had to pay \$75.00 for the duplicate of a wagon that cost \$60.00 in '94.

The dealer mentioned something about cost of raw material and increased wages. But the farmer wasn't satisfied.

Finally the dealer had a happy thought, "Let's see," he remarked, "you paid for that other wagon in corn, didn't you? and you gave me six hundred bushels.

"Well, you bring me six hundred bushels to-morrow and I will give you the wagon"—

"Hold on," interrupted the farmer, but the dealer stopped him.

"But that's not all," he continued. "In addition I'll let you pick out a carriage, and the best six-foot self-binder in the shop, and a new kitchen range and enough kitchen utensils to refurnish your wife's kitchen."

* * *

The story pictures the actual conditions and demonstrates how the value of the farmer's work has increased.

One of the factors that makes Standard Farm Paper advertising so productive is the buying impulse of this increasing income.

Another equally strong factor is that Standard Farm Papers have played a big part in bringing about the farmer's prosperity.

They have taught him the value of his work, and told him how to get bigger results as well as higher prices.

They have spread the knowledge of better farming, reported the success of government, state, or private experiments.

Standard Farm Papers have a lighter side too. But first of all they are read because the farmer can't afford to miss them. It would be like a stock broker neglecting the market report.

We have a proposition to make the man who wants more business.



THE MARK OF QUALITY

Standard Farm Papers

are
Farm
Papers
of
Known
Value

The Michigan Farmer
The Breeders' Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Wisconsin Agriculturist
Indiana Farmer
Home and Farm, Louisville
Town and Country Journal,
San Francisco, Cal.
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
First National Bank Bldg.
Chicago.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXX

NEW YORK, JULY 25, 1912

No. 4

VITAL IDEAS THAT COME IN DISGUISE

EXPERIENCE OF JOSEPH CAMPBELL COMPANY, MAKERS OF "CAMPBELL'S SOUPS," ATTESTS HOW SUCCESS OFTEN LIES IN WAIT BEHIND SEEMING TRIFLES—RECORD OF CONSTANT EXPERIMENTATION THAT HAS JUSTIFIED ITSELF

[EDITORIAL NOTE:—The sight of one or more "Campbell Kids" disporting themselves on car cards or posters, in newspaper or magazine, does not naturally suggest a big, serious business. Yet that is the fact. Fathered by a happy thought and mothered by intention, the "Campbell Kids" represent to-day as one of the fastest growing "good-wills" in the business. They were an experiment in the beginning, just as the business of soup-making was taken up by the company as an experiment. The company is experimenting now with an agricultural experiment station. Experimentation—using the word in its positive sense—is a, and perhaps *the*, characteristic of the company. A business house does not differ from a man in that it grows as long as it can learn. If we judge of the Campbell Company by its policy and the results it brings we must admit that consistency, as the philosopher meant to say, is the vice of little concerns. The only safe policy—take it from the Campbell Company—is to be ready for a bigger policy.]

By Leonard M. Frailey,

Secretary of Joseph Campbell Company, Camden, N. J., "Campbell's Soups."

We began to advertise "Campbell's Soups" thirteen years ago. Our first contract was for a third of the run of the New York City surface cars for a year. I can remember the exact amount of the contract. It was for just \$4,264—something less than you could get it for now!

I remember that when Mr. Wineburgh walked out of the door with the contract in his pocket I turned to the treasurer of the company and said:

"Well, we've kissed that money good-bye!"

That was said in jest. We

were really sanguine about the prospects although we realized that it was more or less of a venture.

Eight months later we had increased the size of the contract to half the run of New York City. There had, really been no great results to show for our money in that time, but there were signs of a crack in the ice and we increased the appropriation to hurry it along.

With that expenditure the signs multiplied, and nine or ten months after that had been made we

What's Yours?

NO, kind sir, it is not "our round", but we offer you a brace just the same. Your choice of 21—each one an appetizer.

Campbell's Soups go right to the spot, warm you up all over, and give you good solid nourishment besides.

These Soups cost your troubles away. Taken piping hot, they are easy, easily digested, rich in nutriment—each soup a masterpiece.

So when your mind dabbles with the thought "Manhattan Cocktail", revise the schedule and order "Campbell's On Tail" or any of the other twenty. You'll feel a lot better the next morning.

Here's the bill—"every one a headliner!"

Asparagus	Chin Chamber	Pot
Beef	Consommé	Potage Par
Bouillon	Salmon	Primaire
Celery	Meat Tarts	Tammy
Chicken	Mulligatawny	Tomato
Chicken-Oyster	Stuffed Shell	Vegetable
Oyster On Tail		Vegetable-Tammy
Don't Forget		

21 Made 15¢ a can

Campbell's SOUPS

Look for the red-and-white label



CAMPBELL'S OXTAIL VS. MANHATTAN COCKTAIL—A POINTED EXAMPLE OF METROPOLITAN NEWSPAPER COPY

made a contract taking in every surface car in the city.

That broke the ice. We were after a national prestige. We knew we could get it by conquering the New York market, and we did it.

It took a little more than the

street cars to do it but they were the opening wedge and the backbone of the campaign, if I may be permitted to mix my metaphors.

As soon as we had gone into the cars on a large scale, we sent demonstrators in the leading department stores of the city and began to demonstrate and sell. In one of those stores our demonstrator sold an average of 655 cans a day for two weeks. Of course many, if not most of the orders, were for several cans, a half dozen or a dozen, etc.

At that rate it was not long before the grocery and delicatessen stores throughout the city began to feel the demand created

We were making a good deal of a departure. We had only taken up the preparation of soups a year previous to our advertising essay. The old house of Campbell—it was Anderson & Campbell in the beginning, 42 years ago—had packed small green (French) peas, fancy asparagus, etc. Then it went into preserves. Later, the firm dissolved and each partner operated a canning business. Later the business was incorporated as the Joseph Campbell Preserve Company.

All this time the company grew but slowly. It had not found its true field and was experimenting all the time to see where it was.

It was about fourteen years ago, then, that we turned our attention to soups. There were already several makers of soups in the market. They were all high-priced, putting out their cans at 25 and 35 cents. When we looked into the situation, we did not see any possible chance of doing much business on that basis. Nobody but a rich man, we figured, could afford to pay so much for his soups, and the rich man was paying a chef, or at least a good cook, to make his soup.

We looked at it from the other end. We took the average man's means into consideration and decided that a soup which could be sold as low as 10 cents a can, and a condensed soup at that, would fill a long felt want.

We experimented nearly a year before we were able to perfect our process. In that time we put out five different kinds of soup. To-day we have twenty-one kinds. In those pioneer days we had a factory capacity of 480 cans a week. Now our capacity is 1,500,000 cans a day.

So thirteen years ago it was a

Rocking chairs are simply fine
For healthy exercise.
But Campbell's Soup for little girls
Will make 'em sweet and wise.



Campbell's

SOUPS



21 kinds
10¢ a can Look for the red-and-white label

"O what a delight
To my longing soul!
The luscious sight
Of this steaming bowl!"



Campbell's

SOUPS



21 kinds
10¢ a can Look for the red-and-white label

THE FIRST STRONG CAMPBELL ADVERTISING APPEARED IN STREET CARS

by the demonstrations and the advertising and our salesmen had no trouble in stocking the trade.

That was an ideal method for that time and I do not know that it would have to be greatly varied now. It would cost a good deal more, that is all.

While it all looks very plain and simple now because the doubts are all behind us and because many other advertisers have obtained a footing in the New York market in much the same way, it was by no means a sure thing for us at that time.

Expecting the Unexpected

You remember that little French gem that took the literary world by storm some time ago—"Marie Claire," by Marguerite Audoux.

In the August Everybody's you will find the first thing she has published since her epoch-making book. Three delicate, atmospheric, little sketches in her wonderfully simple style wholly unlike the usual run of magazine stories.

For years Everybody's readers have been educated to expect the unexpected in its columns. Fulfilling this expectancy has resulted in Everybody's attracting a unique class of readers—the alert, the energetic and progressive of each community.

These are the people advertisers are introduced to by

Everybody's Magazine

W. R. EMERY, Western Mgr.
Marquette Bldg.
Chicago.

Robert Frothingham
Advertising Manager
New York.

problem with us how we could dispose of those 480 cans a week and build up a larger demand. We were willing to spend money to get a distribution but we could not tell exactly what we were buying. We did not know whether the guess was a good one or not. We had previously advertised our ketchup a bit without achieving any striking results, and we were prepared to set any further untoward experience down to profit and loss.

But the demand, when it did come, came all at once, and fully justified our judgment.

After our success in the street cars, we were fully committed to that form of advertising. And the cars were actually the least expensive medium we could use at that time. So we spread out to Philadelphia, Chicago, Boston,

sons for packing, but not for selling.

There was no competition in our field in the beginning. We had absolutely a free hand to work out our problem.

The street car campaigns were so satisfactory to us that we did nothing else for the next eight or nine years—until about five years ago—except for one tryout of wall painting and poster in Philadelphia and one in Chicago.

Five years ago we went into the magazines. We did a moderate amount of advertising and then after about a year and a half eased off. A year or so later we took them up again actively on the basis of their being the logical and natural medium for national advertising. We are now in some thirty magazines, standard monthly, weekly and woman's, reaching a circulation of over 11,000,000 readers with full pages in the standards and columns or double columns in the others every month.

It was not until the beginning of 1909 that we began to look at the daily papers. We began to use them for the purpose of propping up weak territories and developing fresh ones. The daily newspapers are quick workers, rapid producers and great local stimulants. Our newspaper list has grown until we are covering a very considerable number of cities and large towns with local newspaper copy. We do not use it continuously in most localities but as the need is indicated.

This has meant more or less of a shift from street car advertising. We have retained cards in the street cars of the leading cities but have shut out a lot of the smaller cities and substituted newspapers.

This is no reflection on the merits of the street cars in those towns where we have discontinued the service. There are two reasons why we have put them aside for the present. One reason is that we think it advisable to shift the point of attack once in a while because the public grows tired of having the changes rung too often on too few notes. So



Here's the soup that builds brawn and brain. A wholesome, nourishing food in itself, it also aids the digestion of all other foods. And, as a great editor said recently referring to Campbell's Soups: "Your digestion makes you what you are. Soup is an economical food," he added. And this is particularly true of

Campbell's SOUP

Beside its strong, rich beef stock, this hearty soup contains plenty of good juicy meat which has not been used for stock; and carrots, turnips, barley and fine herbs.

It is just the introduction you want to help out a slender menu at any time. And a plate or two with bread and butter makes a sustaining light meal in itself.

Order at least half-a-dozen at a time.

21 kinds 10¢ a can

Beef Soup	Chicken	Consommé	Consommé
Consommé	Consommé	Consommé	Consommé
Consommé	Consommé	Consommé	Consommé
Consommé	Consommé	Consommé	Consommé
Consommé	Consommé	Consommé	Consommé
Consommé	Consommé	Consommé	Consommé
Consommé	Consommé	Consommé	Consommé
Consommé	Consommé	Consommé	Consommé
Consommé	Consommé	Consommé	Consommé
Consommé	Consommé	Consommé	Consommé

Look for the red-and-white label

STANDARD MAGAZINE COPY—PUBLICITY FOR THE CAN

Baltimore and Washington and used the street cars there and kept on spreading until within three years we had our cards in the street cars of 376 cities and towns of the country—were using in fact, some 35,000 to 40,000 cards a month, the year round. There are no seasons, by the way, in this business. There are sea-

THE FARMER'S WIFE

Offers a Bargain to Advertisers
Its Circulation Grows Faster Than Its Rates

The Farmer's Wife is offering advertisers, in proportion to rates, more paid in advance circulation, obtained without premiums, than any other farm paper in this country.

You can reach farm houses, and be introduced by a magazine which is bought and paid for without any premium inducement more cheaply through The Farmer's Wife to-day than through any other farm paper.

The subscription list of The Farmer's Wife has grown faster than that of any other paper in America, which is on a cash-in-advance basis. We have been compelled to raise our rates repeatedly, but in making these raises we have always protected advertisers by liberal reservation opportunities. Consequently, the circulation has grown much faster than the rates.

How We Get Circulation

For four years we have used full page subscription advertisements in the leading farm papers in every state from Pennsylvania to Kansas (except Minnesota and the Dakotas, where our other paper, The Farmer, circulates).

We have 6,000 to 10,000 boy and girl agents, obtained through our advertising, soliciting subscriptions for The Farmer's Wife the year around. They have built the subscription list from 100,000 to 625,000 and they will carry it to a million within two years.

The Latest Bargain Offer

The rates will increase after September, but by entering a reservation order prior to August 18th, you can hold the present rates, which are based on 500,000 circulation, up to and including the August issue of 1913. We will guarantee 625,000 beginning with October and before August, 1913, will be running from 700,000 to 750,000, giving the biggest bargain in cash-in-advance farm paper circulation that can be found in the farm paper field.

The present rate is \$2.00 per line with discounts on quarter pages or more in one issue.

The new rate, effective with the October issue except on reservation contracts, is \$2.50 per agate line.

You must use space in the September issue to hold the present rate—14 lines at least, unless your largest copy for the year is less than that. Your reservation order and copy must reach us not later than August 18th.

THE FARMER'S WIFE

St. Paul, Minn.

WEBB PUBLISHING COMPANY, Publishers.

Chicago Office:

Geo. W. Herbert, Inc.,
600 First National Bank Bldg.

New York Office:

Wallace C. Richardson, Inc.,
41 Park Row.

it is a good plan, in our opinion, to drop out of one medium occasionally and renew the attack in another. This does not of course apply in the case of a large city where an advertisement has to struggle for any attention at all.

It is entirely different in England, as I found when making an investigation there in 1909 and 1910. There is not the passion over there for novelty that we feel here. You can put the same copy in the English media for ten times running and it will produce just as good results as if you changed it every day. But it will not work that way at all here.

The second reason for discontinuing the street cars in the smaller places in favor of the newspapers is that the newspapers happen just now to fit better into our general plan. We are telling a longer story now and when we cannot use two media in the same town, one for the long tale and one for the bull's eye, we prefer to tell the long story.

In a word, methods are evolutionary and one medium cannot be sure of holding the field exclusively and permanently. It is no derogation of its importance when it is temporarily or otherwise displaced by another kind.

We have not done much poster advertising, but we have done it consistently. The elevated and subway roads of Greater New York, Boston and Chicago are carrying our posters.

It goes without saying that we must do a large amount of auxil-

iary advertising in order to get the full value of the other or standard forms of advertising.

None of this auxiliary advertising is more important than window display and we are going more and more in a whole hearted way into it. We have two kinds of display, the cut-out and the trim. Both of these feature the "Campbell Kids" in new poses, and the Campbell can. The cut-out is practically life-size, in several colors. The trim is more elaborate than anything we have heretofore done and is in high favor with the grocers. We furnish also cut-outs from the colored posters for dealers to paste on their windows and these, too, are popular.

With these we also supply to the grocery store hangers, cloth banners, decorated felt pennants, and metal signs for tacking. Then we have a book of recipes with

covers to imitate the label of the cans. Our salesmen distribute them by dropping into delivery baskets or having them go out with other literature. We are now in our second million of them.

The newest thing is a set of colored souvenir post cards reproducing the "Campbell Kids." We are putting out a million of them and already they have proved strong good-will getters.

These are the things which have been done to make and hold trade. The reasons for doing them have been various. In the first place it is a truism that you cannot build a big business except



THE NEW WINDOW TRIM, WHICH IS IN LIVELY COLORS

Th
an
sho
me
Fal

Adv

Th

30 N

The Vickery & Hill List and The American Woman should head the list of mail-order mediums to be used this coming Fall and Winter.

Through these papers advertisers will reach 1,750,000 homes of *known* buyers by mail.

The *Vickery & Hill List* has a guaranteed circulation of 1,250,000 copies monthly—The *American Woman*, 500,000.

The success of hundreds of advertisers who have used these papers continuously for many years, is the soundest argument favoring their use by others.

Especially should beginners select these papers as they are then placing every safeguard around the first step, which is always more or less problematical unless reasonable results can be anticipated in advance.

Before making up your lists send for other reasons why The *Vickery & Hill List* and The *American Woman* are entitled to first place.

Advertising forms for September close August 10th.

The Vickery & Hill Publishing Co. **AUGUSTA, MAINE**

**30 N. Dearborn Street
CHICAGO**

**Flat Iron Building
NEW YORK**

upon an honest foundation. We have given our products a quality basis. That means service to the public, without which all our publicity would be like building on sand. It is not necessary to dwell on this. The principle is well understood in the advertising world.

I will merely say that as a means of securing and keeping up the quality we have in addition to our chefs a pure food department of our own whose experts are constantly overseeing all foodstuffs brought in and every process through which they are passed.

And in order to assure a full and proper supply of stock and vegetables we have established an experimental farm under charge of an expert agriculturalist, the purpose of which is to instruct and stimulate the farmers who supply us and enable them to check up their methods by the best known methods as practised on our model farm. It is costing something to run the farm but it will be worth it as a guarantee of quality to us in our growing business.

The character of the advertising matter we supply to the dealer is the best evidence of how seriously we take our conception of service to him. All things considered, I believe we are getting as good co-operation in return as we could expect. We are not trying to put over anything on the dealer. We play up to his interest. It is no harder to get his interest if you go about it in the right way than it is to try to force him to do something he does not want to do.

Service to the public and service to the trade are only two sides to the business triangle. In every well-conducted expanding business there has got to be service to each other, to the organization, to the ideals that animate it. You cannot build soundly on ignorance, misunderstanding, friction. There must be knowledge, understanding, appreciation, and enthusiasm before you can have harmony and co-operation of parts.

Our way of securing this does not differ materially, I believe, from that of many other concerns. We try to make the work absorbingly interesting. We provide the fullest information to our selling force. We secure the fullest information from them. We do what we can to facilitate an exchange of views. We are not great believers in "speeding up" and "ginger" methods. We believe zeal follows on the heels of interest. Once get your men well informed and interested and it is natural for them to enthruse—they cannot help it.

So when our hundred or so salesmen come together once a year for a three days' convention, we give them *facts*. They go through every inch of the factory, have every process explained, and are told the ingredients of every soup and where they come from and their quality.

They are told about the advertising plans. I put up to them the pet schemes I have been thinking over and they discuss them and vote on them. And they turn down a good many of them, too.

They learn all about the credit end of the business as well as the manufacturing and selling ends. They get the large views of the president and other officers. Then before the convention breaks up they are entertained by a banquet and theatrical performance.

These features bring us all together and help to make us think in harmony, as a unit.

According to our theory, advertising does not add a fourth side to the business triangle—it is merely a phase of *service to the public*. Our main aim is to tell the Campbell story simply, making it easy for the least literate and the most busy to get our message. We steer clear of smartness. We believe, again, that the ginger jar has no place in the selling scheme. We aim to create a mental picture of our goods, a mental foretaste or recollection, and then we trust human nature to do the rest.

Our advertising is as various as we can make it. We touch as

THE PROVIDENCE JOURNAL

Rhode Island's famous newspaper, alone
in its territory.

THE EVENING BULLETIN

Publishes more columns of advertising
than any other daily in New England.

BOTH ARE TWO CENT PAPERS

Advertising Representatives

New York, Chas. H. Eddy, 5042 Metropolitan Building
Chicago, Eddy & Virtue, 1054 People's Gas Building
Boston, L. E. Pullen, 1147 Old South Building

many different notes in as many different media as possible, without spreading the appeal too thin, but there is a certain unity running all through it to bind it together. Practically every kind of copy contains either the "Campbell Kids" or the red-and-white can or both. Even our business envelopes are thus decorated.

The natural differences among media prescribe differences in treatment.

You cannot say a great deal on a car card. Car cards have got to be a succession of bulletins or impressions. This reflection allowed us to drift into the pictures of the "Kids" and the jingles. It was a happy hit. Several times we have tried to change the copy and put out a more "sensible" line of appeal, but the public would not have it. They wrote in in large numbers and soon convinced us that the demand for the "Kids" and the jingles were a condition and not a theory.

There is a constant demand for the car cards and posters from kindergarten teachers who wish to use them as a means of amusing their children, and also from others who want them as souvenirs to decorate their rooms. The demand from these sources is so large and has entailed so much expense that we have put a price of fifteen cents a set on the cards, and we have yet to find a single instance where this amount has not been sent in response to our notification. Despite what some of our friends tell us we believe this sort of distribution of our cards is very valuable, as paving the way for a future good will.

These jingles we make as studiously simple as is possible to get them. We are aiming at the child mind, remember, or the mother's interest in the child mind. That accounts for what we think is a happy artlessness about them.

Our newspaper copy is of course entirely different. This, like the magazine copy, is quite serious—except for the "Kids." Every newspaper ad is practically in three parts. The pictures at-

tract and explain. Then there are a few lines of general appeal to make an impression, and then a more detailed description of the product.

The psychologists have found that the attention is most quickly attracted to changes in familiar objects—to what is *unfamiliar in the familiar*. The constant variation of pose and function in the familiar figures of the "Campbell Kids" helps, I believe, to make them attractive to the eye as well as informative to the mind. They are constantly engaged, whatever their pose, in illustrating some point about the soups, either their taste, the quality of the ingredients or the method of preparation in the household.

The newspaper copy not only differs from other copy but it is different in different cities, in some measure. We do not carry this accommodation to extremes, but there are certain marked differences of mental habit between large cities and small cities and rural districts. What succeeds in one place may fall flat in another. It is important to make the right classifications for copy and on my trips through the country for the study into local conditions in every territory where we are building up new business or holding up old, I keep this in mind.

There is a piece of our newspaper copy which illustrates this point. I call it our "cocktail copy," because in it we suggested that an "Oxtail" beats a cocktail all to pieces as a bracer for luncheon or dinner. To have run that copy in a small city or country paper would have been absurd. But in the big cities it stung—it struck a chord. Arthur Brisbane wrote an editorial on it, and we heard from it in a variety of ways.

The magazines, of course, require and offer an opportunity for a refinement of method. We can be a bit more expansive in text and have better and more dignified pictures, our object here being to secure prestige and solidity rather than immediate sales.

Our newspaper copy is changed daily, our car card and magazine copy monthly.

The car-cards feature the "kids," the newspaper copy features both "kids" and can, and the magazines feature chiefly the can, but without losing sight entirely of the "kids."

It is, however, largely a problem of keeping the can up to the "kids." The "kids" are almost able to look out for themselves. Besides what we have been doing to popularize them a manufacturer of dolls has helped by putting the "Campbell Kid" doll on the market with our permission and with our label on the sleeve. I notice now that the toy shops are putting out stuffed dogs and cats with faces suggesting the "Campbell Kids,"—eyes, nose and mouth all close together. It all helps. We could not have planned it better ourselves.

It was not altogether study, and it was not altogether chance that discovered the "Campbell Kids" to us. We had been studying on the problem of how to reach the housewife. One of our advertising agents had been insisting for a long time that we ought to reach her through the *child*-appeal. The exact way of doing so was not clear to any of us. It was some time before it occurred to us to put the matter in the hands of an artist who was also a woman. It was Mrs. Grace Drayton (then Mrs. Wiedersein), who really gave us the idea of the "Campbell Kids." None of us realized then how big she was building. They have grown out of all proportion to the original conception.

It is somewhat amazing to see the lengths to which that original impulse has carried. I am getting letters all the time on the subject. One came in the other day from a woman asking permission to use some "Campbell Kids" on hand-painted cards with white buttons for heads, as place cards for her luncheon.

We are making it easy for people to think of things like this by supplying them with souvenir cards.

Because it has been said that one's business should not be turned into a jest, some people

have been disposed to think we were building on the wrong foundation in using these semi-grotesque little creatures as trade figures.

It should be realized that to the child and its mother, these "kids" are not grotesque, but intensely human, even if more or less whimsical. The further we go behind the returns the more do we find this to be true. The public have stamped their approval on the idea and should we do well to set our sophisticated, our-critical judgment against that of the public? If the public likes it, why should we quarrel with our bread-and-butter—that is to say, our *soup*?

A CHANCE TO FIGHT

THE UPSON COMPANY.
LOCKPORT, N. Y., July 8, 1912.

Editor of PRINTERS' INK:

As a subscriber for many years to PRINTERS' INK, the writer knows that you have taken a strong stand against advertising piracy of any form.

The use by a New York company and by a certain wall board company, of four cuts from our booklet, will therefore be of interest to you. These four cuts have been "appropriated" with little or no change.

This steal is all the more bare-faced because they make only small panels which cannot be treated as a unit upon the walls like the larger panels of Upson board. They admit the appropriation but will not give any explanation as to the reason for the appropriation or who is responsible, although they at first indirectly attributed the use of our cuts to their advertising agents.

We have been bothered considerably by competitors using our copy, as well as our literature, and we have now come to a point where we think we ought to make a stand for our rights. This steal is so apparent, that we thought you might be interested in seeing it, inasmuch as our booklet and trade folder were copyrighted almost a year before this piece of literature came out.

W. H. UPSON.

Lister R. Alwood is now with the Detroit Steel Products Company, Detroit, Mich., manufacturers of the Detroit Fenestra Solid Steel Windows. Mr. Alwood will have charge of the direct advertising and is planning to issue a house-organ. He was formerly on the copy staff of the J. Walter Thompson Company and for two years was assistant to the advertising manager of the Trussed Concrete Steel Company.

Charles R. Feeley, advertising manager of the Everitt Motor Car Company, Detroit, Mich., has been appointed assistant district manager of the Kansas City branch.

Piano Players by the Car-Load for These Farmers!

Into PRINTERS' INK'S office last week came a subscriber who is a large manufacturer of piano players.

It *does* confirm what we already know about the sales possibilities in the field covered by

During a discussion on business conditions he said: "We just received an order for a *car load* of piano players from a dealer selling the country people in Eastern Kansas and Missouri who usually buys in small lots."

"What does that signify?" he was asked.

"Two things," he replied. "First, the season's crops will be 'bumpers' and second, every year more farmers are demanding luxuries formerly sold only in cities."

PRINTERS' INK thought we'd be glad to know this.

The Weekly Kansas City Star

Read by 275,000 of America's Rich Farmers

And every one of them has paid his subscription one year in advance.

Two thirds of its circulation is in the rich farming states of Missouri, Kansas and Oklahoma.

An "Original" Farm Journal---There's No Substitute for the Weekly Kansas City Star

New York, 41 Park Row

Kansas City, Mo.

Chicago, Hartford Bldg.

WHO IS YOUR PUBLIC?

THE PROVINCIAL ATTITUDE ON THE PART OF ADVERTISERS — BURLESQUE-SHOW COPY FOR CIGARETTES WHICH REACHES ONLY A PART OF THE MARKET—IS THE MAN WHO SMOKES A TEN-CENT CIGARETTE TWICE AS SILLY AS HE WHO SPENDS ONLY A NICKEL?—LIMITING THE MARKET TO THOSE WHO WILL RESPOND TO A PARTICULAR APPEAL

By John P. Wilder.

If I want to sell something to five people, two of whom are Democrats, I shall hardly get them all to buy if I start my selling talk with an attack on the Democratic party, although that proceeding would probably pull strongly with the three Republicans. In certain circles I could probably make a hit by running ads which cast reflections upon the Catholic Church—if the papers would let me do it—but if I have any idea of selling my goods to Catholics I had better find some other line of appeal.

It probably would be difficult to find an advertiser who did not recognize and follow those primary axioms. Few manufacturers would deliberately limit their markets to non-Democrats, or non-Catholics, or non-anything-else, yet some of them unconsciously do limit their market to persons of certain types of mind and certain preferences just because those people happen to be in the majority, or the advertiser or his agent *thinks* they are in the majority.

It is a type of provincialism which breaks out in advertising; a judging of the whole world by the little corner of it which we happen to know about. "The vast majority of the men I know are going to vote for Taft; therefore

there is nothing to it but Taft." That is the reasoning process—but try it on in California. You wouldn't get the same result by a thousand miles.

And anyway, just because a majority feel a certain way about something is no reason for barring out the minority from helping to pay your dividends. If you had bread for sale, a headline reading "Stop letting your wife give you indigestion with home-made bread" might conceivably reach a majority, but the appeal to "Stop making your wife swelter over a hot stove" would get a response from a good deal larger majority.

Recent copy affords some conspicuous instances of what I mean; the copy which reaches fewer people than is really necessary.

SHE'S A GONER



Poor little Zira, the Day Brightener!

Why say! How did it happen?

Why, the cruel man had just smoked three Fals, the Grand Chance, and she was so starved had to have one more.

That's what everybody says about the chasing, captivating



BURLESQUE-SHOW COPY IN ITS PRIME

The reign of the burlesque-show type of tobacco advertising is in full swing. It was started by Prince Albert, which got across with it pretty well because as a rule it stayed on the near side of the line which borders ordinary self-respect, I know two or three people who angrily refused to buy it at first, but who later were won over by the sheer good-nature of the stuff. But that microbe which refuses to let well enough alone had bitten the tobacco fraternity and they have been imitating Prince Albert and going Prince Albert one better ever since.

The latest manifestations of the burlesque-show type in the advertising of Zira and Turkish Trophies cigarettes are conspicuous examples of the process of judging everybody by a comparative few. The writer of the copy quite evidently concluded that inasmuch as most of the men in his acquaintance who smoked five-cent cigarettes were habitués of the local burlesque houses, it would be impossible to sell cigar-



PUTTING THE "KINKS" IN THE COPY

ettes to anybody who liked any other kind of a show. He probably is right about many of those who might be persuaded to buy their cigarettes at the rate of ten for a nickel, but a portion isn't the whole party as has been recently exemplified in political circles.

There are a great many men of refinement who smoke cigarettes. There are a lot of fellows who would resent the "I love my wife but oh you kid" appeal, yet who simply cannot afford to pay more than five cents for cigarettes. If the writer of the Zira copy thinks all his possible market is shouting with glee at the slap-stick comedian and the unblushing chorus over in the burlesque house, let him come with me between acts to the men's room on the family circle floor of the Metropolitan Opera House. There are plenty of lines of appeal which will reach both classes,—and all those in between—but the burlesque-show appeal simply won't and can't.

"But," says an apologist for the Zira copy, "it has actually sold cigarettes." It has increased the sales fifty per cent, we are told,

and has caused the dealers to stock up until counters groan.

Of course it has. The dealer has the same microbe in his system. Who of his patrons is most conspicuous, and whom does he know best? Why, the burlesque-show type, of course. The other kind hasn't time to spend loitering around the cigar-store corner. It comes in, lays down its nickel, and goes on about its business. The cheap sport with the loud suit and minus a steady job is always in evidence. He stands on the corner and makes remarks about the women who pass in strains quite similar to the Zira

A.B. Kirschbaum & Co.

Jungfau
U.S. Patent
Clothes

The store which sells "Jungfau" clothes occupies a position of preeminent advantage; for that is the store which can command the cream of young men's trade of its locality.

"Jungfau" clothes are the real thing. They have THIS style. The models are originals. Their substance is instantly accepted. The chap in touch with "Jungfau" creation won't be taken in by spurious styles.

"Jungfau" clothes have THIS quality, too. They are American, in our Young Men's Store, and superbly finished. Every detail is worked out in the same way—and as carefully—as exclusive custom-tailoring. The Fabrics are ALL WOOL, laboratory-tested and guaranteed.

The prices are low, beginning with a \$15 grade in the "Chapper" model, and then ranging from \$18 to \$35 for a wide variety of fine fabrics, including our famous "True Blue" Serge. See the "Reog" in illustration at left. As uncomparable value!

\$22 Special

A. B. Kirschbaum & Co.

WILL THE "CREAM" RISE TO THIS AD?

copy, and quite naturally the dealer thinks he is the best and only market for nickel cigarettes, and that the burlesque-show copy is the very finest way in the world to get him interested. So the dealer stocks up, and very likely gets stung, because the burlesque-show class aren't famous for

The First Factory

Do you realize when you leave home for your business that you are leaving a factory behind you? That raw materials are being converted there into finished products, flour into pastry, cloth into clothes? That your wife competes with the other men's wives in the dressing of her children, in the dainties on her table, in her tastily-arranged living-room?

And she reads her own trade journal. There she studies the market for the purchase of her raw products, and learns the alchemy of her cooking. A new recipe to her is a new steel process to you. New fabrics and patterns mean prettier house dresses, neater school frocks, new curtains at the windows, and individuality and effectiveness in her appearance at the theatre.

She turns out comforts, necessities, luxuries, and lasting satisfactions for you, the chief consumer.

The trade journal becomes her clearing house. She exchanges ideas there with other women. From it she learns to buy what they buy, to provide what they provide. She buys for herself—for the children—and for you.

Why not reach her through her Printers' Ink? Have you a new labor-saving device? THE LADIES' HOME JOURNAL will put it in her kitchen. Have you a better lining? THE JOURNAL will sew it in her clothes. Have you good blankets or better sheeting? THE JOURNAL helps her make her beds.

Where is there a trade paper with this strength? THE LADIES' HOME JOURNAL is trade journal to more than 1,750,000 women.

The Ladies' Home Journal **The Saturday Evening Post**
Circulation, more than 1,750,000 Circulation, more than 1,900,000

When you have machinery to sell, remember this—

No man pays \$4.00 a year for the AMERICAN MACHINIST for *fun*.

There's a goal in sight—*improvement in shop or product*—and for this the AMERICAN MACHINIST is read by the Progressive.

What tool do you make to help them?

The business of the paper is to show how to make machinery better, faster or cheaper. It's specialized—never wanders nor zigzags—keeps always to that straight line in text and advertising.

If you "belong" it will pay to get into its columns.

It's been 35 years in the making. Now it's an *institution* in its field. It's published weekly here, an English edition weekly in London, a German edition in the German language weekly in Berlin.

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)
Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 19,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 25,000.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 29,000

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 8,000.

That circulation and distribution will make a world's market for you.

Ask any machine tool builder what he thinks of the AMERICAN MACHINIST. Better, look at its advertising – the *combined* opinion of the world's greatest manufacturers of machinery and shop equipment.

Your product might well get its share of the business.

No paper on earth could exist and prosper for 35 years unless it paid its advertisers —

And the AMERICAN MACHINIST now carries more business than ever before in its history. Why?

You know the answer.

If you sell machinery or equipment to concerns in any of the above fields, our "Make-It-Pay" Department will help you do it right. Call on it now—address

Hill Publishing Co.

505 Pearl Street

New York City

are useful weapons for occasional use by the advertising man. But the Turkish Trophies advertising is neither.

Another line in which the advertising insists upon addressing itself to a limited part of the market is men's clothes. I have reproduced only one example (the worst I could find) but there are plenty more who limit the appeal to a less extent.

There seems to be an impression among the purveyors of men's attire that the "rah rah boy" is the ideal of nine-tenths of mankind. They seem to believe that if they can get the idea across that a suit of their make will make you look like a college boy, their fortune is made. Yet the most of them are selling clothes ranging from \$8.50 to \$25 in price, and they are selling the majority to men drawing from ten to thirty dollars a week. Anybody who has ever noticed the supreme contempt with which the office-boy or the bookkeeper (who wear clothes *part* of the time anyway) look upon the rah rah idea, will readily enough understand the value of "Chappie" and "Reggy" as bids for their trade. A little time spent studying out the average male income, and the proportion of men who can afford a college education would give the clothing manufacturer a little clearer conception of where his market really lies and the way to reach the most of it if not *all* of it.

Comment upon the Little Motor Car ad (which by the way occupied a full page in the Detroit Sunday newspapers) would be largely superfluous. It is one of those "nifty" ads which happen now and again, and which are so very nifty indeed that nobody but those immediately concerned has any notion what is meant. So the ad reaches only those who knew all about it beforehand, and are not in the market for the car because they have cars to sell.

Of course the ad will "attract attention." Also it will "cause comment." The comments will vary all the way from "ain't that clever" to "damfoolishness," with-

out, however, including very many like this: "By Jove, that's the car I want."

This isn't merely a "roast" on copy. The copy would be splendid copy provided the advertiser really intended to limit his market, and talk to a part of it instead of trying to reach everybody. Of course, it isn't always possible to reach them all with the same piece of copy and that is one of the best arguments in the world for frequent changes of style and copy. But the thing that goes so far as the Zira atrocity, and keeps it up so long, is going to alienate a portion of the market so thoroughly that it is going to take even a very drastic change of copy a long time to get a hearing.

The question, "Who is your public?" is one of the first questions an advertiser must answer, and while it may be true that sometimes attempts are made to reach too broad a market, it is much more usual to limit the market to a mere fraction of its possibilities.

BRITISH ATTACK ON PATENT MEDICINES

Startling figures regarding the sale and use of secret proprietary medicines and appliances have been given in the testimony of Alfred Cox, secretary of the British Medical Association, before the select committee of the house of commons which is inquiring into the patent medicine traffic, runs an Associated Press dispatch under a London date line.

Cox stated that the gravest examples of the injury being done in this country by extensively advertised medicines and appliances were found among people suffering from consumption, cancer and rupture. He testified that in numerous cases of these maladies worthless remedies were tried in the early stages of the disease, and when eventually a medical man or surgeon was called in he was too late to be of any service. Frauds on the public, the witness testified, were perpetrated in connection with proprietary medicines and appliances by the use of grossly exaggerated statements concerning their illegal curative properties and false statements as to the drugs used. Some of the apparatus and articles advertised were frauds pure and simple. It was estimated that in the year 1908 no less than \$12,500,000, a sum sufficient to maintain forty thousand hospital beds, was spent in Great Britain on patent medicines.

Reading

The Philadelphia Bulletin

Is a Habit With
Philadelphians

Just as regularly as the sun sinks toward the west, Philadelphians look for "The Bulletin." In the majority of the 346,000 homes it is a welcome visitor, not merely as a vehicle of the day's news, and its popular special features, but likewise as a buying index for that member of the family who disburses the family funds. She has learned to depend upon it, to believe in it, **and those who advertise in it.**

**IT IS USED BY ADVERTISERS
WHO WANT RESULTS**

If you "want Philadelphia" you need "The Bulletin."

May Circulation

286,744 Copies
a Day

"The Bulletin's" circulation figures are net—all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.
CITY HALL SQUARE, PHILADELPHIA.

CHICAGO OFFICE—

J. E. Verree,
Steger Building.

NEW YORK OFFICE—

Dan. A. Carroll,
Tribune Building.

FURTHER SUNDAY MAGAZINE DATA

An Advertiser occasionally claims that the reason he is uncertain whether it would pay him to use the Sunday Magazines, is because with only four established Sunday Magazines in the field, he is not sure that a thorough campaign could be waged.

He evidently has overlooked the fact that these four Sunday Magazines have a total circulation of over SIX MILLION COPIES per issue.

An Advertising Campaign in a list of the important Weekly Publications would have to include The Saturday Evening Post, Collier's, Leslie's, Literary Digest, Outlook, Youth's Companion, Christian Herald, Life, and others, in order to total two-thirds of the combined circulation of the Sunday Magazines.

Among the Standard Magazines, a list, including Cosmopolitan, Everybody's, McClure's, Munsey's, Review of Reviews, Scribner's, Harper's, The Red Book, Ainslee and Sunset, would total to less than four million circulation.

Among Women's Magazines, a list as important as Ladies' Home Journal, Woman's Home Companion, Pictorial Review, Delineator, McCall's, and Ladies' World would show a total circulation of about six million.

All of which proves that a campaign in the Sunday Magazines with a total circulation of over six million copies per issue, gives an Advertiser, a class of Publications with about as much circulation as they could possibly get through any other class of General Mediums.

The Advertiser who has not as yet tried out a Sunday Magazine campaign, and wishes to start in a small way, by using but two of them, should include the **ILLUSTRATED SUNDAY MAGAZINE** as one of them for the following reasons:—

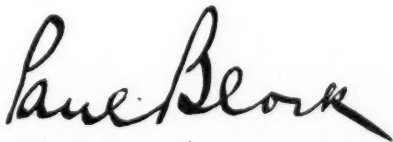
By using it, with one other Sunday Magazine, your advertising will cover twenty-five important cities and their territories, but by eliminating the **ILLUSTRATED**, the greatest number of centers that can be covered through the use of any two other Sunday Magazines would be fourteen cities and their territories.

The **ILLUSTRATED SUNDAY MAGAZINE'S** circulation is mostly in the cities that are called the cities of the second class, like Pittsburgh, Cleveland, Detroit, Minneapolis, Buffalo, Rochester, etc., and it is said that in cities of this size it is easier for manufacturers to get dealer's co-operation, which is one of the absolute necessities for a successful advertising campaign.

The Illustrated Sunday Magazine List

Pittsburgh Gazette-Times	Minneapolis Tribune
Rochester Democrat & Chronicle	Louisville Courier-Journal
Memphis Commercial Appeal	Cleveland Leader
Columbus Dispatch	Detroit Free Press
New Orleans Picayune	Milwaukee Sentinel
Kansas City Journal	Des Moines Register & Leader
Richmond Times-Dispatch	Denver Republican
Omaha World-Herald	Worcester Telegram
Buffalo Times	Providence Tribune

Over 1,100,000 Copies Circulation.



Chicago

New York

Boston

NEW TURNS IN FOLLOW-UP THAT SAVED PROSPECTS

INTELLIGENT INQUIRY AND A LITTLE
INGENUITY MAY OFTEN DOUBLE
OR TREBLE THE PERCENTAGE OF
SALES—CRIMINAL WASTE IN THE
AVERAGE INSTITUTION—EXAMPLES
SHOWING THE UNWISDOM OF
GIVING A PROSPECT UP TOO SOON

By W. W. Garrison,

Of the Hudson Motor Car Company.

A manufacturer of a fifty-dollar article, with poor distribution, a year ago found he was selling only two per cent of the prospects his advertising brought him.

Not being able to depend upon dealers to whom the names were turned over as quickly as they were received, he had to conduct what was virtually a mail-order follow-up system on his inquiries. Approximately eighty-five per cent of the sales that were made were put through by the factory direct.

But he was selling the product to only two persons out of every hundred who inquired from the advertising.

That the inquiries came to him fairly well sold on the goods was guaranteed by the text of the advertising copy, which consisted of good, sound argument on the goods themselves. The old scheme of attracting semi-worthless inquiries by offering a book in the headline and first few lines of the copy was not worked by the conscientious agency man who wrote the copy. He wanted only good inquiries and apparently got them, but there was lost motion somewhere.

On his own account the agency man attempted an experiment. He got the names of 3,000 "dead" prospects from the manufacturer's files—prospects which the latter was just ready to throw away and forget.

He wrote a letter in longhand—in black India ink—had a zinc plate made of it and ran off 3,000. The letter, signed by himself from his suburban home in a

farming community, purported to come from a prospective purchaser of this manufacturer's goods. It read:

A man named Smith tells me that you looked into ——— to see if it would be of any use to you in your business. I am thinking some of purchasing ——— myself, but I don't know whether the ——— is what I want to do the best work or not. What do you think of ———? Did you ever buy that kind of ———? If so, what kind do you recommend? Please give me as much information about it as you have.

The aim was to find the snag which upset the sale between the manufacturer's receipt of the inquiry and the last follow-up letter. Incidentally the letter aimed to locate the manufacturer's chief competitor and the points which sold his goods, and also why the inquirer had not purchased from the agency man's client.

Practically every one of the 3,000 who received this letter—which not one discovered was a printed letter—answered it.

The returns showed fully 1,200 were not only still in the market for this especial type of goods, but were in a mood toward the agency man's client that made the sale of the latter's goods a strong possibility—with a little judicious pushing.

About 1,000 had purchased from a number of competitors and 800 had decided against that type of goods altogether.

That "dead" list of prospects represented a concrete loss of \$60,000 worth of business, for all of the 1,200 were salable.

It was found that the manufacturer in his follow-up was using a trade-wide appeal. He was talking the entire field of goods of this type and too little attention was devoted to the superiority of his own product.

The agency man revised the entire follow-up, riveting interest to this manufacturer's goods, and quickened action by more frequent letters to inquirers. An entire new catalogue was written that devoted only two pages to a trade-wide appeal.

The new follow-up eventually jumped the percentage of sales to inquiries to fourteen per cent, and was strengthened the next year

with the result that it produced nineteen per cent of sales.

Then a complete follow-up for dead prospects was prepared. They were followed up with schemes, with special one-week offers, with seasonable opportunities to secure the product, with sales and other plans calculated to bring across enough orders from the "dead" file to pay a profit on the effort. It paid a good profit, and the dead file alone was known to have produced as high as ten to fifteen per cent returns after it had been worked with the entire set of schemes, each with its own follow-up system.

The waste of prospects is little short of enormous in the average institution which sells a high-priced product through dealers. With a low-priced product it is of course too costly to follow up prospects. The advertising itself in publications, on bill boards, street cars, etc., must perform the whole selling task. Where an article sells for over ten dollars a good, stiff, rapid-fire follow-up

can be carried on for a considerable length of time without intruding upon the profit.

There is criminal waste in the average institution. Yet in spite of this the advertising pays a profit. Realizing this fact, authorities state that the profits from advertising have scarcely been scratched.

For haphazard follow-up methods the automobile field probably furnishes the most striking example. I have the follow-up systems of practically every car which does much advertising in publications.

I will take one typical example. The factory received an inquiry from a national publication. Ten days later came a letter signed by the advertising manager, saying that inasmuch as the inquiry came from an advertisement he was answering it. Then apparently the name of my brother-in-law—to whom the letters were sent—was given to the local dealer. The advertising manager's letter was personally dictated and signed

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

with his name, indicating that the stenographer had handled that end.

In sending out that letter over the advertising manager's name the automobile manufacturer showed a weakness, for public opinion of the man behind the advertising is usually that of an oily, clever individual, and the moment a man becomes cognizant of a force endeavoring to sell him he forms a mental barricade against that force.

The proper signature for that letter would have been an official not connected with the selling end. In the second place the letter was a two-paragraph affair which was expected to interest a man in a \$2,000 purchase—probably the largest single purchase of the average man's life.

Then came a letter from the local dealer—this one had three paragraphs. Accompanying it was an expensive catalogue, containing solely technicalities, that absolutely were not understandable to the average layman who is not an engineer.

Then there was a telephone call, and sufficient interest was incited in the salesman handling the prospect to warrant another a week later. Then followed a poorly printed form letter and that was all, except the occasional 'phone calls from the salesman.

That was typical of the follow-up system which most automobile companies calculate can sell a man a \$2,000 car—that they expect will incite him into making the largest single purchase of his life.

Of course they depend largely upon the salesmen, but the average prospect for a car is a man whom it is hard to reach personally. Yet he will read reams of interesting follow-up on the automobile—on one particular car if the matter conveys sufficient human interest. For the automobile is a spectacular product; it is not difficult to get people to read about it.

But the automobile salesman is a thing to be shunned, the average prospect thinks, until he has made up his mind to purchase. Then the salesman's function con-

sists of steering the sale away from the rocks, and furnishing detailed information.

The waste of automobile prospects, a man who has been in the business for many years once told the writer, amounts to over fifty per cent for the average company. Yet I have seen the stiffest kind of competition battered down under the intelligent hammering of a craftily devised follow-up plan that handled the prospect carefully and possessed the interest to make him read most of it. A follow-up plan carefully devised and executed has been known to increase values in the consumers' minds—to allow manufacturers to get higher prices for articles than a less intelligent competitor secured.

Here is a case in the bicycle business. A great mail-order institution that handles an almost endless line of goods sells a certain "wheel" for twenty-one dollars. The self-same bicycle—the name-plate of course being changed. But with not another point of difference—sells for twenty-five dollars when purchased from another institution by mail.

Here's the difference: The house selling the same wheel at a cheaper price has a short follow-up and no selling plan whatever, except the claim that "this is the best bicycle built at the money." The concern which gets twenty-five dollars for this product backs it with a five-year guarantee in the catalogue. Then it insures the bicycle against accidents in a piece of follow-up literature, and shows the wheel supporting the weight of fourteen men. In one of the various pieces of follow-up the prospect is offered a thirty-day free trial to prove the machine's worth. In another letter it offers the prospect the agency for the bicycle. There are also other schemes that are worked at correct intervals, each of them enhancing the bicycle's value in the eyes of the prospect until it looks like far more than four dollars extra value to him, whereas it is the identical machine

(Continued on page 32)

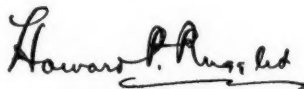
Broadway Electric Sign For Sale

The most beautiful and the best located Electric Sign on Broadway can be seen practically the entire length of "The Great White Way."

Advertising on the NATIONAL ELECTRIC SIGN is the most effective way of reaching the thousands and scores of thousands of big spenders who throng Broadway every night in the year.

Estimated Circulation,	Cost
Monthly, 2,550,000.....	\$300.00
Estimated Circulation,	
Yearly, 30,600,000.....	3000.00

The sign will be ready for operation Aug. 15th.



Advertising Manager

The National Electric Sign Co.

617 Marbridge Bldg.
New York

Ethridge

PRINTING

ART

Next year will perhaps be a good time to do more and better advertising, but why put it off until then? Why not decide, right now, that your advertising for the approaching season will be superior to that of any other house in your line? Your competitors may not be kind enough to wait for you; one of them may "get the jump on you" and leave you only the melancholy pleasure of thinking it over. And you may not find it possible to be as cheerful as was the German whose store was blown up by a bomb. The explosion hurled him across the public square and up against the side of the City Hall. When they picked him up, and asked him if he was hurt, he replied, "No, but I guess I got out shust in time."

The Ethridge Company Gentlemen: I enclose check for \$——. Your organization has carried out my ideas very cleverly, and the design will be one to be proud of. I was right in coming to headquarters for it. —(Extract from letter from printing concern.)

"Word of mouth advertising is the best advertising for my goods. What people tell their neighbors is stronger advertising than anything I could say." So

says many a self-satisfied manufacturer. Very good. But people can't talk about your goods unless they try them, and they can't try them unless they know about them. How are they going to know about them unless you advertise? Isn't it better to have

a thousand users start that conversational ball of commendation — rather than only a dozen, or a score?

* * *

Owing to the great demand for "The Ethridge Face" and the cost of improvements planned for coming issues, no additional names will be placed on our Complimentary Mailing List. The subscription price is \$1.00 per year.

* * *

When you venture into the Advertising Sea, be sure of your boat and your pilot.

* * *

The Ethridge Copy Service is of the same high standard that is maintained in all other departments of The Ethridge Company.

* * *

Experienced writers only are employed—writers whose ability to produce good results has been proven beyond question—some of them are specialists in certain industries—their familiarity with trade conditions in those industries is of inestimable value.



CONTRASTING TREATMENT
THAT IS STRONG AND
HARMONIOUS.

Shop Talk

COPY

ENGRAVING

Advertisers who desire better copy are invited to send proofs of their ads to The Ethridge Company.

If improvement seems possible an estimate of the cost will be forwarded at once.

* * *

The Ethridge Co., Dear Sirs:—Replying to yours of June 20th, would say that the five different ideas of tint arrangement were duly received by us on the 21st. We consider all the designs you have submitted to us to reflect the highest artistic ability of your staff and we are confident that the 1913 Royal Blue Book will surpass any of its precedents. Yours very truly, Royal Worcester Corset Co.

* * *

You want your trademark to stand for thorough reliability in the public mind. Then it must be an advertised trademark. People believe in the worth and dependability of goods they see constantly advertised; they feel that there is something behind them that can be relied upon. But goods which are not advertised, or advertised only now and then, they feel suspicious about. They feel as the old dorky did about the banker. This banker had a very bald head, and constantly wore his hat while at his

work, as a protection against draughts and flies. He asked the colored man—who came in regularly to get his salary check cashed—why he didn't deposit the checks and open an account. "To tell you de trufe, boss," replied the old man, "I'se afraid to. You

allus looks to me as if you was jes gwine away somewhere."

* * *

If the preacher always preached the same sermon you would refuse to go to church—and nobody could blame you. If your ads always look the same, and sound the same, can you expect the public to read them or pay any attention to them? Let us help you tell the story in a new way, and introduce a new note that will both attract atten-

tion and inspire confidence.

The Ethridge Company Madison Square North

(25 East 26th Street)

New York City

Telephone: 7890 Madison

CHICAGO,

A. ROWDEN KING, Manager,
H. C. JONES,
846 Marquette Bldg.
Telephone, Randolph 3010.

BOSTON,

HENRY HALE, Jr., Manager,
406 Old South Bldg.,
Telephone, Fort Hill 2692.

produced by the same manufacturer and sold to both houses at the same price.

The twenty-one dollar house is losing money through faulty handling of its prospects. And there are more twenty-five dollar bicycles sold than there are twenty-one dollar bicycles of the same type. The handling of the prospect, from the advertising standpoint, is one of the most important things in the business and the "inside selling"—as a follow-up plan might be called—represents a big cashable asset in the business of any institution.

There are myriads of follow-up opportunities — chances to make large numbers of sales—that an advertising manager can find in any institution once he becomes thoroughly enthusiastic about the business of looking for them.

GROTESQUE — BUT IT
PULLED

ST. LOUIS, July 10, 1912.

Editor of PRINTERS' INK:

The other day I ran across the enclosed advertisement in one of my farm papers. Now I have seen criticism heaped upon obscure advertisers for using the grotesque and impossible in an effort to dominate the page. Why not point out the absurdity of the exhibit sent herewith? To me the illustration of the headline is not even consistent in its grotesqueness.

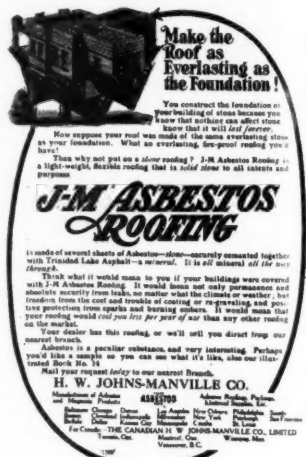
M. B. H.

Although off-hand the advertisement reproduced herewith might seem rather grotesque, as a matter of fact it has proved to be an excellent puller. For some time the H. W. Johns-Manville Company has been using a comparison between asbestos and stone as the basis of an advertising campaign for roofing. The list of mediums in which the copy has appeared numbers about 35 farm papers and 9 standard magazines.

PRINTERS' INK has received several letters in regard to the particular advertisement referred to in the above letter. As a result, F. J. Low, advertising manager of the Johns-Manville Company was recently interviewed.

"It was simply a case of illustrating the headline," Mr. Low told **PRINTERS' INK**. "Every

reader knows that a foundation should be built solidly. When it comes to the roof there doesn't seem to be so much certainty as to just how the job should be accomplished. We tried to impress on the people the durability of our goods by comparing our product with something universally known. What is better known as to durability than stone? Everyone knows it will withstand



IS SUCH TREATMENT PROFITABLE?

fire, weather and time. Asbestos is really stone and to prove it to readers we send samples in response to inquiries. Upon receipt, the interested person can pull off a few fibres, light them and find the asbestos hasn't been harmed. To me that is a pretty effective demonstration by mail.

"While the total number of inquiries from this particular copy will not be ready for some time, they are being received in large numbers at each of our branches. The advertisement certainly attracted attention and is pulling larger than any other in the series."—[ED. PRINTERS' INK.]

Mr. Frank E. Mutton, for the past ten years sales manager of the National Cash Register Co., is now taking charge of the recently created sales department of the J. J. Gibbons Co., Ltd., of Toronto, Canada.

TESTIMONY OF FIRST IMPRESSIONS

NEW YORK CITY, July 18, 1912.
Editor of PRINTERS' INK:

How is this for a telephone ad:

Pretty good in't it?

When my eye first caught it I made the remark to my companion that the Bell Telephone System certainly did some good illustrating in their ads. to which, after looking at the ad, he agreed.

It is a well known fact that the top of an ad is the part that attracts attention—as the "top" of this certainly brings telephones to mind, how many business men, not particularly interested in telephones, would read far enough to discover the superiority of the Pennsylvania service between New York and Chicago.

Of course the coupling of your advertisement with some other well known service or commodity is often a good thing but how about the coupling turning out in favor of the "other fellow?"

PAULL HAYDEN.

SELLING THE FUTURE OUTPUT

A man said to me: "Geissler, you are foolish. You're always advertising goods before you can furnish them. Isn't your factory rushed to death? Are you not selling all the goods you can manufacture? Doesn't everybody know the Victor? That little dog is the best known and most valuable advertisement in the world. Why don't you save half a million this year instead of spending it? It will make a difference of a million dollars profits to your company."

Our reply was that "we were spending nearly a million dollars extra this year in extensions to our plant. We are trying to sell the output of that factory two years hence and not to-day."—Louis F. Geissler, Gen. Mgr. Victor Talking Machine Co.

MACFADDEN LEAVES PHYSICAL CULTURE

The August issue of *Physical Culture* announces the resignation of Bernard Macfadden from all business connection with the publication. John Brennan, who has for several years served as an associate editor of the magazine, becomes its managing editor. Mr. Macfadden intends to devote himself to the lecture field.

Two Business Helpers



Pennsylvania Special

For the rapid and comfortable service between New York and Chicago, the Pennsylvania Railroad offers the Pennsylvania Special. This train runs daily between New York and Chicago, stopping at major cities along the way. It is a fast and reliable mode of transportation for business travelers.

PENNSYLVANIA RAILROAD

**McCLURE'S
McCLURE'S
McCLURE'S
McCLURE'S
McCLURE'S
McCLURE'S
McCLURE'S**

Growing in strength,
numbers and popularity.

For nineteen years
a successful publication,
and this means
a profitable medium
to advertisers.

It is not an experiment
to patronize a
proven success.

**McCLURE'S
MAGAZINE**

E. F. CLYMER
Mgr. Adv. Dept.

McClure Bldg.
New York



The Knickerbocker Press

Publication office.....Albany, N. Y.
 Business office.....18 Beaver St., Albany, N. Y.
 Troy office.....382 River Street
 Schenectady office.....406 State Street

Foreign Representatives,
JOHN M. BRANHAM COMPANY,
 Mellers Bldg.,
 Chicago, Ill.

225 Fifth Avenue,
 New York City.

Chemical Bldg.,
 St. Louis, Mo.

The

TH
 throu
 follow

FI
 EST

SU
 on th
 PAPI

T
 gener
 PAPI

FO
 often
 was
 New

FI
 and r
 one w
 BEST

SI
 portin
 Democ
 opinio

THE
 LO
 the p
 ing st

paper
 TH

THE
 Times

Journ
 Argus

The Knickerbocker Press

Bulletin No. 22

Stages of Growth

The Knickerbocker Press since May 21, 1910, has passed through several stages of development. They are as follows:

FIRST—ON MAY 21, 1910, it was about the POOR-EST paper published anywhere.

SECOND—According to public opinion it had become on the 21ST DAY OF MAY, 1911, the BEST NEWS-PAPER published in Albany.

THIRD—IN NOVEMBER, 1911, it was said by people generally that The Knickerbocker Press was the BEST PAPER published in the Capitol District.

FOURTH—When JANUARY, 1912, was reached you often heard the expression that The Knickerbocker Press was the BEST NEWSPAPER PUBLISHED between New York and Buffalo.

FIFTH—When the ice of winter began to disappear and navigation was resumed on the Hudson river, every one was saying that The Knickerbocker Press WAS THE BEST NEWSPAPER between New York and Chicago.

SIXTH—BUT WHEN MALCOLM GOT through reporting the Republican convention at Chicago and the Democratic convention at Baltimore it was the universal opinion that THE KNICKERBOCKER PRESS WAS THE BEST PAPER PUBLISHED ANYWHERE.

LOCAL ADVERTISERS recognize the progress which the paper WAS and IS making, as is shown by the following statement of LOCAL ADVERTISING in the Albany papers for the MONTH OF JUNE, 1912.

The Knickerbocker Press LEADS all the rest.

THE KNICKERBOCKER PRESS.	237,508	Agate Lines
Times-Union	226,982	Agate Lines
Journal	160,818	Agate Lines
Argus	67,874	Agate Lines

ADVERTISERS CAN NOW CLOSELY ESTIMATE RESULTS

AS A RESULT OF DEVELOPMENTS DURING PAST TWENTY-FOUR YEARS COPY HAS BECOME A SERIES OF SPECIFIC EXPLANATIONS—CREDIT GIVEN TO "PRINTERS' INK" AND TO EDUCATIONAL AD CONVENTIONS

By J. C. McQuiston,

Adv. Mgr. Westinghouse Electric & Mfg. Co., Pittsburgh.

[EDITORIAL NOTE:—This expression of opinion upon developments in advertising in the twenty-four years since PRINTERS' INK was founded arrived too late to be included in the symposium published in the issue of July 18.]

There has been a wonderful change in methods of advertising since 1888, the year in which PRINTERS' INK was first published. At that time advertising amounted to little more than announcement. There was no attempt to emphasize points of value, either in apparatus or merchandise in the application or use of such. In fact, in many things it seemed highly unnecessary to do so because apparently in most cases it was not felt that the public could appreciate such argument. The words "the best quality" or other words the equivalent in meaning, was as far as advertising went to acquaint people as to values.

Gradually, due to the interchange of experiences through PRINTERS' INK, and through conventions of advertising men, copy has been transformed to educate rather than to announce—to emphasize those points of value which a buyer ought to know. In accomplishing this it has been found necessary in most cases to be specific, *i. e.*, to take up one article at a time and give it individual attention. To accomplish this same purpose, the photograph has been found of wonderful value, as it has been the means of showing at a glance many values which descriptive matter could not possibly do.

The result of all this has been that more space has been required to properly advertise manufactured and grown products of the world, and more media created

to reach, generally and specifically, the people along general and definite lines of activity. In arriving at the present high standard of advertising, it is true there have been wastes, but in a general way it may be said that the general subject of advertising is being studied with such great care, and the interchange of ideas of experts are so effectively arranged for, through conventions and publications, that more and more the work is being put on a highly scientific and economic basis, and more and more we are able to predetermine in close approximation the results to be realized from a given investment for advertising.

SUBSIDIZING SALESMEN

President Lichty, of the National Wholesale Grocers' Association has issued a circular to his members, urging them to a united effort to stamp out the practice among manufacturers of subsidizing jobbers' salesmen or offering them special inducements to push certain goods. The circular reads as follows:

The fifth object of this association is "to have business conducted on legitimate lines; discourage deals, schemes and the subsidizing of jobbers' employees by manufacturers."

Your attention has previously been called to the unwholesome, unbusiness-like practice of subsidizing salesmen, indulged in by some manufacturers, and we now again emphasize this most demoralizing practice and ask your moral support in having it discontinued.

The most effective way to discontinue the subsidizing of your salesmen by manufacturers is to first refuse to furnish the names of your salesmen to manufacturers, and second, where manufacturers are now subsidizing your salesmen request them to discontinue doing so.

The subsidizing plan as employed by most manufacturers is nothing less than a bribe to men in your employ, either on salary or commission, and it would seem that your best interests would warrant your insisting on your salesmen not being subsidized or bribed.

Has it occurred to you that in most instances these subsidies or bribes are offered by manufacturers who are either introducing a new article or pushing a slow seller, and that your salesman's time is being consumed to further a manufacturer's interest, while you, the employer, are not only paying for the services of your salesman, but, by allowing this subsidizing practice to continue, are retarding the sale of other

goods in your stock in which your capital is invested and for which there may be a ready sale?

Aside from the fact that the subsidizing of your salesmen tends more to demoralize and disturb legitimate business conditions than any other abuse in the trade, it is wrong in principle and should be discontinued.

Don't blame a manufacturer for an act which you are opposed to and can prevent.

AD CLUB EDITS MUNICIPAL JOURNAL

Denver Municipal Facts, published by the city and county of Denver, Colo., has been known as one of the brightest municipal newspapers in this country, but it remained for the Denver Ad Club to show the heights of interest which may be attained with a publication of this kind.

Following one of the Ad Club dinners, where Denver's new mayor, Henry A. Arnold, was made an honorary member of the club, his honor proffered one issue of *Municipal Facts* to the members so that they might show how Denver could be advertised if Ad Club methods were followed out.

John F. Reardon, P. D. Whitaker and O. J. Baum were selected as editors and the issue was highly creditable both to the club and to the city. A page was devoted to "Colorado for the motorists," which with a decorative border featured the points of interest and four thousand miles of good roads through the heart of the Rockies. The outside cover page was headed, "Denver Wants Your Factory," which was followed by an enumeration of a long list of natural products upon which the success of many factories depend. The lines of goods which find a ready market in Denver were also enumerated, this page being the ad of the Denver Chamber of Commerce, which is doing good work along these lines. A novel article shows that factory cost in Denver is reduced by increased labor efficiency due to favorable climate and that the Panama canal will result in the development of the Denver trade area. "What the new Gulf to Sound route of the Hill lines means to Denver" was well handled and Denver's educational advantages and new trade schools were described.

The edition certainly fulfilled its mission of showing most graphically the plans for advertising Denver which the Ad Club would carry out if it were given charge of all the city's publicity.

FRANK B. WHITE TO ACT FOR FULLER

Frank B. White has given up his connection with *Park's Floral Magazine* and will devote a part of his time to the work of establishing an agricultural department for the Charles H. Fuller Co., Chicago. He will continue his special counsel service.

The Izard-Jacobson Company has started a general advertising agency at Seattle, Wash.

A REAL magazine is something more than an assembling of reading matter. It is an editorial policy which sees so clearly what its constituency wants most that the assembling of the different parts becomes a vital and living whole which appeals to readers and holds them. Such is The American Magazine. The vitality of its editing extends to its advertising pages.



ADVERTISING DIRECTOR

GETTING THE HIGHER PRICED GOODS ACROSS

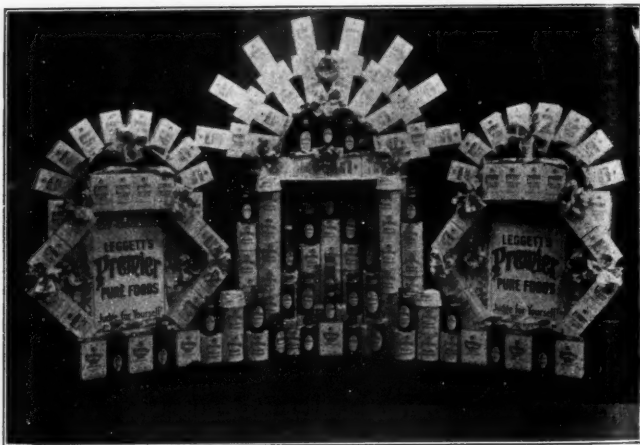
HOW FRANCIS H. LEGGETT & CO. BROKE INTO NEW YORK WITH THE PURE FOOD SLOGAN—DISTRIBUTION OF HIGH PRICED GOODS WHICH WAS CONFINED TO THE "NEIGHBORHOOD GROCERS"—DEMONSTRATORS WHO TAKE ORDERS TO BE FILLED BY THE GROCER

By Roy W. Johnson.

A good many manufacturers have gone up against the problem of getting across with a higher priced product, and more than one has given it up in disgust, finding it next to impossible to get the dealer to see that it is to his advantage to help. "I've been buying those for \$1.44 a dozen," he says, "and selling them for

Yet the higher priced trade is in every way better trade. It is more stable because customers are better satisfied with better quality. The consumer is much more apt to order twenty-five-cent goods of the same brand she had last time, than she is with the eighteen-cent variety. The difference of seven cents isn't a great deal to the average housewife, and it may mean a lot to the dealer if it is the means of getting or losing a reorder. The only question is to get the dealer to see it.

Francis H. Leggett & Company, wholesale grocers in New York, within three years have broken into the New York market with a line of food products very materially higher in price than dealers were accustomed to handling. It was done by careful work along two lines; first, organized



ONE OF THE WINDOW DISPLAYS WHICH HELPED LAND THE GOODS

eighteen cents. My trade won't buy a twenty-five-cent article which is what I would have to get if I paid \$2.10. Your price is too high." The fact that the quality is better doesn't cut much figure with the dealer, for he is indifferent to everything except what he imagines "his trade demands."

sales effort brought directly to bear upon the dealer, and second, hitching the brand to a popular movement, so that consumers who read or thought of the movement would think of the brand. It was done in the hardest field in this country—the corner merchants of New York City—and what was done there can be done

The Cheapest Way to Talk to 55,000 Oklahoma Stock Farmers

If you have an article that farmers use, you can sell it easier in Oklahoma than anywhere else on earth.

Here are 55,000 Farmer-Stockmen—coining money in one of the most productive agricultural States in the Union—a vast army of buyers whose wealth has been acquired by intensive work, guided by the editors of their stock magazine and furthered by up-to-date products purchased through its advertising columns. To-day they are facing the "bumper" crop of years.

more economical in cost than any similar medium in the Southwest.

Its present rate for 55,000 circulation is but 15c per line. In no other farm paper published in Oklahoma, can you secure even 50,000 circulation for less than 25c per line.

The Farmer Stockman

is the logical "opener" to this limitless, profitable field. It is more extensive in circulation, more concentrated in class,

**On October 1st
the advertising
rate increases
to 20c per line**

Let us send you to-day our detailed rate card, and circulation analysis by counties.

They will show you the "open door" to profitable publicity in Oklahoma.

THE OKLAHOMA PUBLISHING COMPANY
OKLAHOMA CITY

E. KATZ SPECIAL ADVERTISING AGENCY

15 East 26th St.,
New York.

REPRESENTATIVES

Harris Trust Building,
Chicago.

elsewhere, other things being equal, much quicker and easier.

At the time the pure food agitation reached its head, Francis H. Leggett & Company cast its lot uncompromisingly with the reformers, and came out flat-footed with the statement that it would not pack under the Premier brand any food which was artificially colored or artificially preserved, no matter whether the coloring or preservative was "permitted" by the United States government or not. That meant simply that the dealer and the consumer would have to pay more for Premier products, be-

stores of Park & Tilford, Acker, Merrill & Condit, Butler Bros., and Thos. Roulston each have their own brands, and include most of the bigger stores. The department stores have their private brands, the same as the large wholesalers, and no outlet could be had there. The only opening was the small neighborhood stores which are run by a class of men unfitted by temperament and by environment to respond quickly to the quality appeal.

The neighborhood store in Buffalo, or Cleveland, or Detroit is quite likely to be a quality store, because the proprietor knows that his customers—most of them at least—will be living in the same place next year or the year after. But the New York grocer is equally certain that *his* customers *won't*. His customers are a race of flat-dwellers who move every six months or a year, and a move from Sixty-sixth street to Ninety-seventh might as well be a move to the moon as far as the neighborhood store is concerned. The grocer in Buffalo serves a certain number of visibly substantial citizens, who own the houses they live in. The New York grocer—of the neighborhood variety—probably does not serve half a dozen people whose visible, attachable possessions would aggregate a month's grocery bill. He is stung oftener and deeper than any of his brothers in trade, and he doesn't take to the quality argument with avidity.

"There's Mr. Hawkins there," he says. "I looked him up the other day. He's getting a hundred and fifty a month and paying sixty-five rent. He owes me five weeks now. Pure food? He takes what I give him, see?"

Not a very promising field to cultivate, but that is exactly what the company had to work with.

A systematic dealer campaign and newspaper advertising to the consumer were started simultaneously. The advertising copy hammered pure food, pure food, pure food. Mighty little was said about the merits of the Premier brand except as directly connected with purity. Every item of news

LEGGETT'S

Premier

PURE FOODS

AND AN UNTRUTH

That queer story which somebody, for purposes not altogether unknown to us, has circulated to the effect that Leggett's Premier Pure Food Products are "all right but too high priced," is hardly worthy of serious note.

The "all-right" part of the tale is a pretty compliment. The prices tell their own story.

ARE THESE PRICES HIGH?

Premier Corn Meal.....	10c	Premier Breakfast Coffee.....	25c
Premier Soups.....	10c	Premier Vanilla Extract.....	25c
Premier Fruit Juices.....	25c	Premier White Pepper.....	15c
Premier Canned Jellies.....	25c	Premier Black Pepper.....	15c
Premier Sage Honey.....	10c	Premier Maine Corn.....	15c
Premier Smoked Olives.....	25c	Premier Unseasoned Rice.....	10c
Premier Olive Oil.....	25c, 40c, 60c	Premier Brown Rice.....	12c
Premier Hard Wheat Macaroni.....	10c	Premier Pure Raisin Tea, 3 1/2 lb. can.....	50c
Premier Oak Flakes.....	10c	Premier Peasants Butter.....	10c, 15c

For Sale by Good Grocers.

FRANCIS H. LEGGETT & CO.

Wholesale and Retail

TO MEET THE HIGH PRICE OBJECTION

cause it cost more to put them up that way.

That was a fine programme from the standpoint of the idealist, and the consumer might be expected to endorse it, mentally at least. Whether he would endorse it with his pocket-book was a matter of some uncertainty, and when it came to the dealer the uncertainty became almost an assurance that he could be depended upon to resist it to the full extent of his power, by simply ignoring it.

Conditions in the New York market practically forced the new brand to seek distribution through the smaller "corner groceries" exclusively. The chain



"Strathmore Quality"

Book and Cover Papers

If you are talking through the medium of a booklet or catalog, the artistic appeal of "Strathmore Quality" Book and Cover Papers will help you "get in your word" and lend it force.

Any job of printing that you have in mind will be approached with a keener relish if you go over the "Strathmore Quality" Sample Books at your printer's. We will send Sample Books direct to you, if desired.

Strathmore Paper Company

MITTINEAGUE, MASS., U. S. A.

which came out about Dr. Wiley or the pure food movement generally was seized upon and made the subject of an ad. One day the copy would tell something about canned corn; the next day tea; then preserved strawberries; then rice, and so on. But always the pure food idea was foremost, and care was taken to connect it with the name, "Premier."

Alfred W. McCann, advertising manager of the company, began

WILEY'S POSITION SUSTAINED

That Dr. Wiley's condemnation of business of sale and artificial colors in food products is supported by our own evidence that there is no necessary connection between the two, and that no harmful materials are employed.

We learned long ago in our Premier kitchens that it was not necessary to use a chemical in order to prevent fermentation or a coal-black dye in order to make our products attractive. Such substances are only required where uncleanable conditions prevail.

Any pure making an examination of Premier Jam, for instance, would note its rich, brilliant hue and its sound, solid and perfect consistency of the fruit behind the glass walls of the container.

The beautiful appearance of the jam is simply the result of the border standards from which it is made, plus the knowledge of how to do it.

It is thus easy to prove that any art of food containing elements of sale for artificial color is handicapped by the necessity of having to explain the presence of such ingredients.

Our success in preserving Premier Jam, Premier Jelly, Premier Fruit, Premier Caramel, Premier Cold Cream, Premier Marmalade, etc., etc., is due to the fact that we understand why the food manufacturers of the United States do just what we do, and adopt the same simple and wholesome standards.

Preservation of taste, texture, color and all other characteristics of artificial colors are not necessary. They are absolutely excluded from our Premier kitchens, and this, more than the other reasons, is the principle for which Dr. Wiley has been fighting since 1901: our Premier Pure Food Products have a significant meaning.

We wish to have it clearly understood that all articles of food offered over our signature under the Premier label, Premier Caramel, Premier Jams, Premier Canned Vegetables and Fruits, Premier Cold Cream, Premier Preserves, etc., etc., represent the finest examples of unadulterated purity and the cleanest and most spiritual specimens of quality ever found in the food world.

FRANCIS H. LEGGETT & CO.

MAKING THE MOST OF NEWS OF THE DAY

to deliver lectures upon pure food before women's clubs, civic associations, etc. He primed himself with all the facts he could get regarding food adulteration and "doctoring." The lectures were not primarily advertisement for Leggett. They were boosts for the pure food movement as exemplified by Dr. Wiley, and the advertising value was incidental. But when a woman who had attended one of the lectures passed a dealer's window in which Premier packages were displayed, she could hardly fail to connect the two. Thus the consumer campaign for three years has been a constant insistence upon the one idea of pure food, in the belief that everything printed upon the subject would, in one way or another, have its effect upon the sale of Leggett's goods.

But the dealer was a horse of another color. He cared not a bit about pure food, and he

doubted the salability of any goods which were higher priced than those he already carried. Consequently the only thing to be done with him was to show him that the goods would sell, and get a case into his store.

New York and the immediate vicinity was divided up into about a hundred districts, with a salesman in charge of each. Every grocer was visited every week, consistently and regularly. Every week a salesman's meeting was held, and the salesmen were given an enthusiastic talk by Mr. McCann on some aspect of the pure food question. The talk wound up with a single talking point for Premier goods, which was to form the sales argument for that week. The salesmen were to stick to that one point and nothing else, unless a man became sufficiently interested to ask questions. Next week a different point was taken up, and so on.

Thus the dealer found himself bombarded, week in and week out, with arguments for Premier goods. He was urged each week to put one case in, with the understanding that if he said so it would be taken out a week later. At the slightest encouragement, the salesman would take a jar of jam, or package of pepper, or what not, from the dealer's shelves, and give an ocular demonstration of the difference between it and Premier goods. Each salesman carried a portfolio of window displays, and urged dealers to take enough goods to make a display, leave it in his window a week, "and if we don't pull strange faces into your store," the salesman said, "we'll take back every package." Five hundred and two window displays were secured in this way in six months, and not one was taken back.

The window display was arranged primarily to show the name of the brand prominently, and to show the quality of some of those goods which were packed in glass. The newspaper advertising had been so persistent (every newspaper in New York

was used) that the sight of the Premier name in a grocer's window was enough to bring a good many new people into the store.

But it frequently happened that a grocer in what was regarded as a strategic position, remained deaf to the salesman's arguments and refused to be persuaded. Usually "he knew" that his trade wouldn't buy such high priced goods; the nineteen-cent jam was what they always bought, and they wouldn't pay a quarter. At that point the company's demonstrator was called into service, and Mr. Grocer was shown that his trade not only would buy twenty-five-cent jam, but would buy it of him.

There are six demonstrators in the company's service; young women who call from apartment to apartment in hard territory selling Premier goods to be delivered through a grocer. A great many object lessons have been read to the obstreperous dealer by this method. The housewife is asked through which dealer she prefers the goods delivered. Sometimes she has no choice; sometimes she says "anybody except So and So." The orders are taken for goods at the full consumer's prices, of course, and when the salesman appears in the stand-pat dealer's store with a *real order* there usually is a change in the temperature.

The size of the orders the demonstrators get are sometimes astonishing. Seventy-three dollars is the record to date for one family, and they run from that all the way down to fractions of a dollar. But whatever the size, the dealer cannot ignore the fact that these are orders taken right in his own district, from people who ought to be trading with him if they aren't, and who, apparently, are willing to pay for a higher priced product.

The results of the campaign were summed up by Mr. McCann as follows: "Three years ago we were sending three trucks a day to Brooklyn. Now we are sending nine a day. That's about the ratio of increase all along the line."

Necessary

The American
woman is
the necessary
customer
to the honest
advertiser.

The Woman's
Home
Companion
is the necessary
paper to the
American
woman.

EVEN now you're planning the fall and winter magazine and newspaper advertising and struggling for a new line of copy.

If you would make big

Use poster

YOU'VE used the magazine. You Why don't you come at public f The Poster offers you allele fresh avenue of approach. And all pay. it—*could* Poster Advertising as it i

This Association is conducted for purpose complete knowledge of what the can d ing successful campaigns, quote r any Canada and give any other inform desire

POSTER ADVERTISING

1620 STEGER BUILDING

OFFICIAL REPRESENTATIVES

Associated Billposters' Protective Co.....	147 Fourth Ave., New York City	Massena
N. W. Ayer & Son.....	300-308 Chestnut St., Philadelphia, Pa.	John B.
George Batten Co.....	Fourth Ave. Bldg., Fourth Ave and 27th St., New York City	John F.
A. M. Briggs Co.....	1108 Hippodrome Bldg., Cleveland, Ohio	The Cro
Geo. L. Dyer.....	42 Broadway, New York City	George
Mahin Advertising Co.....	Monroe Bldg., Chicago, Ill.	Henry

SOMETHING must be done to make a fresh appeal—something to “stir ‘em up” and you’re digging at the copy.

make big new impression

e posters

You’ve used the newspaper. You’ve used the public from an entirely new slant? You’ve used the unparalleled copy opportunity and a new angle? And you’ll pay, pay handsomely. Would you pay as it is growing if it didn’t pay?

purpose of assisting advertisers to a large extent. We supply data concerning any part of the United States and inform desired, free of charge. Write us.

PRINTING ASSOCIATION
CHICAGO

LOCAL REPRESENTATIVES

New York City	Massengale Advertising Agency.....	Atlanta, Ga.
Philadelphia, Pa.	Wan B. Nordhem Co.....	Bessemer Bldg., Pittsburgh, Pa.
New York City	John F. Sheehan, Jr.....	653 Pacific Bldg., San Francisco, Cal.
Cleveland, Ohio	The Crockett Agency.....	Maison Blanche Bldg., New Orleans, La.
New York City	George Enos Throop, Inc.....	1516 Tribune Bldg., Chicago, Ill.
Chicago, Ill.	Henry F. Wall.....	John Hancock Bldg., Boston, Mass.

IMAGINATION AS A FACTOR IN PRACTICAL DEVELOPMENT

BUT IT IS ONLY "RAW MATERIAL" OUT OF WHICH ACCOMPLISHMENTS MUST BE MADE—POLICIES THAT COME OUT OF THE CONSTRUCTIVE USE OF THE IMAGINATION—IS IMAGINATION ONLY UNUSUAL FORESIGHT, AFTER ALL?

By Cromwell Childe.

Somewhere in some room in Chicago or Philadelphia or New York, if by this time they have not been thrown out as old junk, lie neatly packed away, a hundred gross or so of what is probably the very best garter for men ever made. Five years ago a man saw himself a millionaire, with a country place, dozens of servants doing his bidding, and every male adult in the United States and half of those in Europe, Asia and South America wearing his garters. He had a vision that was splendid commercially, of people flocking to buy, of rivals hopelessly outclassed. Imagination could go no further; his success was assured. Yet but a few hundred pairs ever were worn, and most of those were given away.

Like many another man he had a picture in his mind, a castle in the air. Steady, persistent, constructive work would have made the picture real. Had he known it the material lay all to his hand. But this he could not "sense." His castle in Spain, his dream, must build itself while he sat and merely waited. Of course it did not.

A man of quite another type had a vision a few months ago. He saw women eagerly buying rice in a distinctive little package of its own. Store after store passed through his mind's eye, with everywhere the same demand. His imagination rioted over the picture. But straightway—and here was the difference between the two men—he began to think. At the beginning the details were vague. Gradually his practical, practised mind made what he had imagined clear. He

commenced to see the package itself, not, however, until he had invented several and found each wanting. He saw them, finally, in a window display, or heaped on shelves, certain to catch the housekeeper's eye. "What are those?" he could hear her saying to the grocer.

The package was made. It was merely a little orange colored bag, perhaps not much in itself. But, from the very first hour it went upon the market, it proved popular in a most gratifying degree. The distributors could scarcely put up enough of it to supply the trade. The crowds of purchasers and the demand were exactly what this very practical business dreamer had seen in imagination.

Every city and every cross-roads has numberless men of the first sort who build splendid commercial air castles, and let them remain air. Not infrequently these are very definite possibilities and probably really have fortunes lying in them. The second sort take their visions and reduce them to reality and accomplishment. They study out to the uttermost detail, they go and buy raw material, they plan and sell. These men have no less imagination than the men of the first type; it is likely they have much more, but they train this imagination to be constructive, to work out step by step its own business salvation. What they dream may be cloudy and fanciful far in the future, but the steps to begin with are very firm and fast, and no time is lost in starting.

IMAGINATION ONLY RAW MATERIAL

Not long ago, someone said that what distinguished the business man from the clerk, the man of affairs from the subordinate always under orders, was imagination, the power of picturing far ahead, of seeing what is to come or can be made to come. "That is so nearly correct," said one of the right hands of a big New York firm of merchants only the other day, "that it can safely be said that there can be no great

business man, no great business enterprise that has not imagination first and foremost of all behind it. But imagination is worth nothing in business unless it is the inspiration and the real directing force. It is an order that has to be carried out, and the man who gets it must find the way to do it."

Imagination is the best sort of raw material, valueless to the man without constructive skill, worth perhaps millions to whoever can adopt, arrange and build up. The most curious feature of it is that in many cases the full strength of the vision that starts or develops a great business or a new phase of it does not come upon him who imagines it all at once. It grows as the new development grows. But a glimpse of it is revealed at first.

One department store of this country has as its descriptive phrase, "the store accommodating." This watchword was born when, years ago, its founder sat pondering one day on the way to attract more customers. The

man had the making of a noted preacher, an author, a leader in art, a musician in him. Instead he grew to be one of the greatest of American retail merchants. His whole career was an evidence of the part imagination plays in business. "What," he asked himself, "would be the strongest appeal a store could make to me? What would bring me back to it always, lead me to think of it first of all?"

With the histrionic skill he possessed and the perception that grew side by side with his solid commercial judgment he threw himself into the place of the man and woman who might come in to buy. He saw his store with their eyes. But it was a far greater store than he could lay claim to at that moment. It was a vast establishment of many features and this one fixed principle dominating it. If anyone does not like what he or she has bought he or she may bring it back and get, not something in exchange, but the actual money paid.

Five Million People Read Posters In Chicago Every Day



AMERICAN POSTING SERVICE

**B. W. ROBBINS, President
CHICAGO, ILL.**

Such an idea is an old story in American shopkeeping now. But then it was revolutionary, just as the "fixed price" of another great merchant was. Both men used their imagination. They succeeded, first because they dreamed an ideal, and then because watching carefully over the effect of each move, developed it into reality.

There are groups of men today who for several years past have sat at their desks and seen a country practically bare of horses, with five million motor trucks taking the place of these animals. The picture in their minds is as vivid as if this condition of affairs was actually so. Yet these men are very far away from being impractical visionists—those who weave fantasies and keep them merely in the realm of idle talk. They are trying to "fill in" the picture.

They dream, but they are men of action; they see far ahead and then work day and night with the tools of the present world to bring about what they have seen.

One of these men sat in a cool, luxurious office the other day. You or I just meeting him would not have thought him a dreamer. He seemed but the keen, clean cut man. Yet his thought was years ahead.

"Five million motor trucks," he said. "Perhaps there will be even more. They will take the place of the thirty million horses now in this country. But," and here could be seen the change from the man of pure imagination to the man of realities, rather the passing from one phase to another in the mind of the same man, "but they will not grow of themselves.

"We must prepare the way for them, bring them into use because they are better than the horse. That takes time and effort. It is being done. Let me show you."

Out from filing cases, at his orders, deft handed girls brought bundles of papers and blue prints. They were the evidence of a great, practical campaign. Dreams were reduced to figures, analyses

and tables. Here a roll of documents, page after page, showed how one big concern that now had a stableful of a hundred horses for its deliveries could do much more with thirty motor trucks, or twenty perhaps it was, and save \$76,000 a year in making the change. There was the scientific study, made by hard headed, unimaginative experts, hundreds of marshalled facts, tabulated and sifted until two typewritten lines told the story.

Another and another of such groupings followed. Some marked orders already secured, a few more trucks of the coming five million. Others were plans as yet in the making. Over all hung the vision that called all this into being, that started this phase of manufacturing, that invoked the capital necessary to make it real. Someone's imagination, at first, painted the picture, then brought it to earth.

Some business men of the type that are leaders do not, however, call this strangest and most valuable of all faculties, the harnessed, well in hand imagination, imagination at all. They give it quite another name. To them the word imagination, twist it as they will, conveys futility, uselessness, the unreal. In their minds this faculty is Vision. Extended Vision, as one man puts it, the art of seeing into the future.

According to this idea the successful producer or maker of policies does not imagine at all. He sees. He does not dream and then build his dream into a reality. He sees what actually exists. It may be so far ahead in the future that no one else can see it, that no one beside him realizes it is there. With this in clear view he directs his whole course to its accomplishment. He grows with his vision, which is no airy thought at all, but a stable certainty, not the less real because it is of to-morrow instead of today.

IMAGINATION AND FORESIGHT

One of the most famous of the advertising agents of the country and a second man who has been



The J. Chas. Green Co., of San Francisco, the World's Outdoor Advertising pace-makers, hang up another record for size and prominence of display. The view is looking up Market Street from 2nd Street, showing FATIMA wall.

among the foremost pure food voices of America—he is the mouthpiece of a big manufacturing firm—declared for vision the other day, as distinct from imagination. Though of totally different types the two men agreed interestingly. Imagination was unreal, both said. The men who led in business were those who could see the future plainly.

Very nearly half a century ago a man was selling horse radish in a little town just outside of Pittsburgh. It was good horse radish, there never was a question of that. He was an earnest German never of the sort that anyone would think of as romantic. This horse radish merchant had imagination.

He pictured this, the cleanest factory ever built, as dainty and neat as Milady's kitchen, delicious products of all kinds coming forth from it. The young German was wise. He knew many things. Nobody had told them to him, he must have simply surmised them. He realized that there were hundreds of the well-to-do who would rather buy products than make them in their own kitchens, provided they were just as good. Hitherto such goods as had been put upon the market were cheap, and low grade. The German imagined delicacies quite different.

He did not see this all at once. Those who knew him in his early days tell how the picture he laid awake over nights was very small and meagre in comparison with what his imagination painted later on. But his Vision always ran ahead of what he could do. Now, in his old age, he sees an organization so great, a product so vast, that all over the world he must have a distribution center in every city of 100,000 population.

This man is very famous now. Thousands of trolley cars carry the "cards" that advertise his wares. But at every stage of his career this is to be noted. He dreamed at night, in the day time he made his dreams possible. From his earliest horse radish days his one concern was the dealer "How can I get him to

make money?" he would say. He concentrated every effort on this problem. His factory must grow because of the demand for his goods. Nothing else would make it prosper. Behind every gleam of his imagination there was this constructive, practical use. It was the combination of the two that brought success.

Vision in business, taking this as another name for imagination practically worked out, has made some of its greatest accomplishments possible. Of all the instances that have now become commercial history there is scarcely one more typical than the way, looking far ahead into the future and seeing how a great transportation corporation ought to present its story to the public, the New York Central lines helped change and humanize railroad advertising. The railroad advertisement was as perfunctory and as valueless in the way of building up business for its road as the country store "ad" that never changes in the columns of a country newspaper. Vision, not all at once, but by degrees, showed how a railroad in years to come could only reach its ideals by being understood and its vastness and service comprehended.

One of the advertisements sent broadcast to let sink in the idea of the railroad as a great public institution is now classic. It showed in a striking picture what became of each dollar the New York Central lines collected. Forty cents went to the employees, thirty-two cents to the supply houses, leaving but twenty-eight cents for all else, taxes, interest, dividends, etc. To the hundreds of thousands that believe a great railroad system is all profit, a vast money accumulating system, this pictorial presentation was decisive. A cartoonist took it up and showed men seated at small dining tables, each with a turkey before him. The turkey before Labor was by far the largest. The director, owner and bondholder had much the smallest bird of all.

What a railroad is in magnitude as an employer of men and a

force and what Vision does when it sets out to convince is instanced by another advertisement in this series. It pictured the United States Army—78,780 men—the Navy—44,000—and against these the New York Central employees—135,450—more than twice as many. Yet another "ad," The Railroad Dictionary, presented this interesting fact, that the New York Central lines' most famous train, the "Twentieth Century Limited," had become a synonym for speed and efficiency.

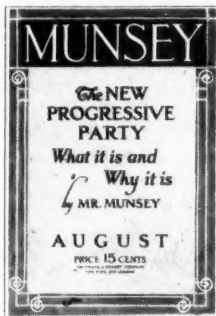
MAKING CALLER FEEL AT EASE

The importance of keeping office callers in a happy frame of mind is recognized by many concerns. For when a man will go to the trouble of calling on a concern—no matter what his mission—he is at least entitled to some consideration.

A cement concern in whose waiting room can always be found a number of contractors who use the firm's product in their work, has installed a set of "Wit and Humor" for the use of callers. There is nothing more disconcerting to an office caller than to be kept waiting in an empty room and to be compelled to stare at strangers as a means of diversion. A study of the faces of callers at this office showed that the books were appreciated. A man's face will at first show disappointment when told that the person he wishes to see is busy. But the expression of disappointment soon changes to a smile when he sees the books and reads their titles. A good book of light reading will make pleasant waiting moments that otherwise might be irksome.

In an Eastern city a tobacco concern maintains a luxurious waiting room with easy lounges and cozy chairs. Complete files of current magazines and newspapers are maintained; also writing desks equipped with the firm's stationery. The moment the caller is seated he is approached by a colored attendant in uniform who tenders to him a silver tray on which are samples of the concern's various products. Thus the caller is not only made to feel at ease, but he is induced to sample the firm's goods.

Around the walls of the waiting room of a manufacturing concern in Ohio are a series of rows of shelves laden with publications of all kinds—foreign as well as domestic. The shelves are divided into compartments. At the top of each compartment is a printed card reading, "We advertise in these publications," and at the bottom of the compartment appears the name of the publication. Two impressions are thus made on the mind of the caller: He appreciates the concern's courtesy in placing the publications at his disposal, and he is forced to realize the tremendous operations of the concern as expressed by the volume of publications that carry its advertisements.—*Business.*



GRADUAL change in The Munsey editorial policy makes it to-day a magazine of statesmanship.

No more serious-minded publication is issued in its field.

It is to-day the magazine read by serious, thoughtful people of America.

Judge Munsey's Magazine at the present time by what it is to-day.

**The Frank A. Munsey
Company**

175 Fifth Ave., New York

VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR JUNE

WEEKLIES.

	General and Class Adv.	Live Stock and Classified Adv.	Total
Breeder's Gazette	20,064	30,257	50,321
Farmer's Mail & Breeze	32,375	8,142	40,517
Hoard's Dairyman	28,298	11,730	40,028
Iowa Homestead	24,142	10,799	34,941
Country Gentleman	24,979	7,008	32,047
Wallace's Farmer	22,495	5,044	27,539
The Farmer	19,071	6,001	25,072
Indiana Farmer	17,518	6,753	24,271
Kansas Farmer	15,669	8,007	23,676
Farm & Ranch	17,741	4,288	22,029
Farmer & Stockman	15,882	5,996	21,878
Ohio Farmer	19,373	2,211	21,584
Rural New Yorker	18,263	2,949	21,212
Progressive Farmer	14,954	6,003	20,957
American Agriculturist	20,909	20,909
National Stockman	17,045	2,809	19,854
Orange Judd Farmer	19,800	19,800
Michigan Farmer	17,295	2,434	19,729
Farmer's Guide	12,411	6,969	19,380
Farmer's Review	18,978	254	19,227
New England Homestead	17,823	17,823
20th Century Farmer	15,610	1,789	17,399
Northwestern Agriculturist	15,989	962	16,951
Wisconsin Agriculturist	13,563	3,173	16,736
Nebraska Farmer	14,878	1,789	16,667
Wisconsin Farmer	13,620	2,449	16,069
Northwest Farmstead	13,124	13,124
Stockman & Breeder	9,101	2,928	12,029
Oklahoma Farm Journal	8,576	1,313	9,889
Register & Farmer	8,894	261	9,155
Practical Farmer	7,359	570	7,929
Farm Magazine	5,525	326	5,851

SEMI-MONTHLIES.

Dakota Farmer	18,409	18,409
Southern Planter	12,335	5,619	17,954
Prairie Farmer	15,340	1,753	17,093
Kimball's Dairy Farmer	12,177	4,269	16,446
Farm & Fireside	15,424	12	15,436
Southern Ruralist	13,441	1,333	14,774
Farm & Home	13,830	13,830
Farm, Stock & Home	12,863	590	13,452
Southern Agriculturist	9,296	1,956	11,252
Southern Cultivator	9,533	1,232	10,765
Up-To-Date Farming	8,167	366	8,533
Illinois Farmer	7,991	143	8,134
Farm Progress	6,937	270	7,207
Home & Farm	5,688	105	5,793
Missouri & Kansas Farmer	5,438	231	5,669
Farmer's Voice	3,916	518	4,434

MONTHLIES.

Farmer's Magazine	11,424	11,424
Successful Farming	10,173	10,173
Nebraska Farm Journal	9,379	159	10,034
Farm Journal	8,657	82	8,740
Gleaner	8,198	8,198
Agricultural Epitomist	7,424	162	7,587
Missouri Valley Farmer	6,834	316	7,150
Farm Press	5,485	5,485
Farm News	3,924	3,924
Farm Life	3,461	3,461
Farmer's Wife	2,614	2,614
Farm World	1,036	1,036

300,000 Extra Circulation Free!

ADVERTISERS WHO USE

THE OHIO FARMER CLEVELAND

during August and September will get a total of 300,000 extra circulation in addition to the regular 125,000 copies that go to paid subscribers weekly. This additional circulation will not cost one cent extra, and every copy will be judiciously distributed at the State Fairs in Ohio, New York, Indiana, Kentucky, and West Virginia, and also at the county and district fairs as they occur. Trained distributors will see that each copy is placed with interested, prosperous and progressive farmers who are possible purchasers of every conceivable luxury and necessity for the farm and household.

The August 24th Issue will be the Ohio State Fair Number

Reservations are now being made for that issue. Get your order in now and secure more choice position. Remember—no extra charge for the State Fair number or the 300,000 extra circulation. Write direct, or to either representative for full particulars.

The Lawrence Publishing Co.

CLEVELAND, OHIO

Geo. W. Herbert, Inc.
600 First Nat. Bank Bldg.
Chicago, Ill.
Western Representative.



Wallace C. Richardson, Inc.
41 Park Row
New York City
Eastern Representative.

We also own and operate

THE MICHIGAN FARMER
Detroit

Paid Circulation 80,000, mostly in Michigan and Northern Indiana.

THE PENNSYLVANIA FARMER
Philadelphia

Circulation over 20,000, confined to Eastern Penn., South-eastern New York, New Jersey, Delaware and Maryland.

We are making a very low combination rate covering the joint use of all three or any two of these publications. Write the nearest office and get full detail information.

REDUCING ELEMENT OF RISK IN A LONG-TIME CAMPAIGN

WHY IT NEED NOT BE A "GAMBLE"
TO ESTABLISH AN ADVERTISING
POLICY THAT CAN PROVE ITSELF
ONLY AFTER AN EXTENDED PERIOD
—SLOW BUT SURE WORK WITH
THE RETAILER—ABSOLUTE FIRM-
NESS IN PRICE AND QUALITY IM-
PERATIVE

By O. H. L. Wernicke,
President of the Macey Co., Grand
Rapids.

[EDITORIAL NOTE: Where purchases of a trade-marked product are necessarily made at long intervals, because of the nature of that product, the manufacturer must fix, with clearness, the objective points for which he needs to strive in his advertising. What conditions shall he attempt to bring about? What influences can be taken advantage of to render successful an advertising policy whose real value cannot be accurately measured until he has spent a small fortune? Mr. Wernicke in this article shows that a long-time campaign of this kind need not be a gamble.]

The furniture business in general and in detail can be greatly benefited by the right kind of publicity, but it requires most intelligent treatment. Furniture is something that is not purchased and consumed from day to day or season to season, but at infrequent intervals and as a permanent acquisition to the home or office; it partakes of the nature of old friends or guests whom you would invite into your home and family circle, and therefore needs to be well understood and appreciated and its charms recognized before its full value can be realized.

This implies that producers of furniture should study methods by which the consumer may acquire a larger and broader knowledge in all things pertaining to good furniture—its motif, its origin, styles, harmony of proportion, pleasing contrast in the assembling of the material, etc.

There are many talented men in the industry—especially among the designers—who are real artists and possess a vast fund of most interesting information

pertaining to every detail of the furniture art; but these men are usually employed by individual producers, and their talents and characteristic genius have been suppressed by the manufacturer through fear that some competitor or imitator would avail himself of any publicity that might be given his product.

This mistaken notion of secrecy, and the fact that furniture has been made for several generations without mark or other means of identification, lies at the root of existing conditions and has resulted in entire lack of harmony and co-operation between the producer or manufacturer of furniture and the retail merchant.

A manufacturer having no trade-mark or established reputation for his product or his name with the consuming public, one who has always permitted his stuff to be sold anonymously, has placed himself at the mercy of the retail merchant, who is in no way interested in doing those things which will result in stability and the permanent up-building of a name and reputation for good prices for any particular line of furniture, no matter how meritorious it might be.

The retail merchant is not in business to establish a reputation for a line of goods, and is more or less at the mercy of his competitors and jealous of his own immediate advantages; he cannot be expected to consider the interest of the producer of the goods which he handles. The result has been periodical "clearance" or "cut-price" and "job-lot" sales of really good furniture which was deserving of a better fate, creating the impression on the minds of the consuming public that regular prices on furniture were exorbitantly high, that all furniture is more or less of a fake and that all furniture merchants and manufacturers are to a large extent fakers. The man who purchased a real good piece of furniture at, say, fifty dollars, and who finds that his neighbor has purchased the same thing for twenty-seven

dollars a week later, is not a good advertisement for furniture.

This situation is beginning to be appreciated by many of the large manufacturers, and it is refreshing to note that some of them are already taking an advanced position. I am convinced that, in the next few years, great progress will be made in the right direction. The spirit is working, but progress will of necessity be slow. Many of the best dealers are beginning to fall into line and appreciate that a trade-marked, one-priced line where the price is fixed and maintained by the producer, and where the demand is created by the producer, is a more stable and more profitable proposition for the merchant than an equally good line without name, reputation or other interesting qualities except those with which the merchant for his own immediate necessities may see fit to endow it.

RECENT DECISIONS OF INTEREST TO ADVERTISERS

Word "Union" Cannot be Appropriated.—The United States Circuit Court has held in the case of the American Tobacco Company vs. Globe Tobacco Co. (193 F. 1015) that the word "Union" cannot be appropriated by any concern for its exclusive use, and that the name "Union Leader" as a name for tobacco is not infringed by the name "Union World."

Color Effect not Valid Trade-Mark.—A mere color effect produced by twisting in a yarn of different color as to produce a check, is not a valid trade-mark, says the Court in the case of Samson Cordage Works vs. Puritan Cordage Mills (U. S. C. C., 193 F. 274).

Right to Use One's Own Name.—“While every person has the right to use his own name in his own business, he must do so under proper safeguards for the rights of any other person who has acquired a right to the use of it as a trade-name.” This principle is again laid down very plainly in the case of Wright Restaurant Company vs. Seattle Restaurant Company, (Wash. 122 P. 348). In this case a corporation had acquired the right to use the trade-name “Chauncy Wright’s Cafe,” which name was painted conspicuously on the street end of the place of business. Subsequently the Chauncy Wright of the corporation withdrew and started a new place of business under the name of Chauncy Wright, which name he made conspicuous in his window advertising, newspaper advertisements, etc. The use was held to be unfair and an injunction was granted restraining it.

Concentrated in the Prosperous States

The circulation of **Farm Press** is concentrated in the Northern Central States. In fact, 85% of the total circulation is contained in 14 states.

This comprises the richest and most productive agricultural section of the Union.

Farmers within this district are both prosperous and progressive. They are business men who seek to keep informed, and as such, are studious readers of advertising.

And what's more to the point, they have the means with which to buy. You need only to show them the value in your commodity. Prosperous people are good customers, you know.

These are the kind of farm families who subscribe to **Farm Press**. They will read your advertising and buy your goods if you give them the opportunity. Can you afford to ignore them?

300,000. \$1.50 per line

FARM PRESS

Duane W. Gaylord, Adv. Mgr.

CHICAGO

Advertising and Sales Managers

Are you interested in reaching 8,000 Commissary Department stores, whose aggregate annual sales exceed \$500,000,000 worth of general merchandise,—everything that people eat, wear and use?

If so, your request will bring sample copy, rates, and full particulars of our Co-operative Sales Service.

Forms for Quarterly August Commissary Supplement close on August 5.

**American
Lumberman
Chicago
Ills.**



The same principle prevailed in the case of *Williams Soap Company vs. J. B. Williams Soap Company* (193 F. 384) where the offender was forbidden by the Court to use the name "Williams" in the advertising and selling of soap without some indication that the goods are not those of the complainant.

Common Mistakes Prima Facie Evidence of Copying.—In the case of *Frank Shepard vs. Zachary P. Taylor Publishing Company*, for infringement of Copyright (U. S. C., 193 F. 991) it was denied by defendant's annotator that complainant's books had been used. However, it appeared that there were a number of errors common to both publications—errors that occurred first in complainant's publications—while there were no errors that appeared first in defendant's work. Therefore, the Court held that while ordinarily in cases involving the infringement of copyrights the burden is on the complainant to show copying, the appearance of errors common to both works but appearing first in the complainant's shifts the burden of explanation to the defendant; and that such resemblance being unexplained it would be presumed not only that complainant's work was copied so far as these particular extracts were concerned but as to the whole matter, and that defendant could be properly enjoined.

It may be remarked, in connection with this decision, that infringers of copyrights are frequently detected by their copying of errors that are original errors in the books infringed on. The right to go to original sources of information is of course a right that all writers and publishers have, but copying freely the works of others who have gone to original sources of information is dangerous.

B. H. JEFFERSON'S "NIGHTMARE" BUNGALOW

Some solicitors have found out that when Benjamin H. Jefferson, advertising manager of Lyon & Healy looks pre-naturally solemn, the chances are he is only joking. Mr. Jefferson has lately built a little bungalow to which he has given the name "Traumerci." His favorite joke just now is to explain carefully to callers of Teutonic extraction that this word is German and means "Little Nightmare." The publisher of a German daily replied the other day:

"Oh, no. Traumerci doesn't mean anything like that. It means a little pleasant dream, something about the wood-fairies,—something where you fall asleep for a moment and think you are out-of-doors and so happy, and then you wake up once more again."

To which Mr. Jefferson replied with a perfectly grave countenance: "Then the name isn't at all suitable for my summer home."

The Erie, Pa., *Daily Times* is now a member of the American Newspaper Publishers Association.

YEARLY NEWSPAPERS

There exist several journals that make their appearance only once a year. These are published within the confines of the north polar circle. The *Eskimo Bulletin*, for example, is edited near Cape Prince of Wales, on Bering Strait.

There, in a village inhabited by Eskimos, the English missionaries have established a school, and as only one steamer lands at the place, and that only once a year, the news that it brings is consigned to a sheet of paper printed with the mimeograph. Its size is eight by twelve inches. The paper is very thick, and only one surface is used.

This *Eskimo Bulletin* in a sub-head claims to be the "only yearly paper." This, however, is an error, for there is an annual sheet published in Godthaab, Greenland, where a small printing office was established in 1862, whence news sheets and lithographic prints have been issued.

The journal in question is entitled *Atuagagdintit, nalinginarmik Tusarummasassumik*, that is, "Something for reading; accounts of all sorts of entertaining subjects." The language is that of Greenland, a dialect of the Eskimos.

NEW PAPER FOR CHICAGO

Early in August L. V. Ashbaugh will begin the publication of a new newspaper in Chicago to be known as the *Press*.

The *Chicago Press*, the ninth of the Clover Leaf publications, will be published on West North Avenue, near Robey street. F. E. Brown, formerly of the advertising staff of the *St. Paul Daily News* will be advertising manager; and the editor will be George H. Gordon formerly of the *New York Sun* and the *Hearst Boston staff*.

The *Chicago Press* will be under the same general management as all of the Clover Leaf papers. The officers of the Clover Leaf are: L. V. Ashbaugh, president; W. B. Colver, editor-in-chief; N. W. Reay, general manager, and John Burgess, assistant general manager.

EAST WITH SIMPLEX MOTOR CAR COMPANY

George L. East has resigned as director of advertising of the Olds Motor Works, Lansing, Mich. Mr. East has been with the makers of the Oldsmobile for five years. He will become advertising manager of the Amplex Motor Car Company, of Mishawaka under W. J. Mead, who recently became the president and general manager of the Indiana concern. He will however be located at the Chicago offices of the Amplex Company, where it is planned to conduct the sales and advertising departments.

A. W. Treybal, formerly of the Frank Presbrey Co., New York, is now connected with the advertising department of the Locomobile Company, Bridgeport, Conn.



More Kansas Wheat By \$30,000,000 Than Last Year

Kansas wheat now being threshed will aggregate 85,000,000 bushels. Last year, 51,000,000.

Alfalfa and other forage crops, the biggest in years. Corn shows best prospects for a record crop.

The 22d state in population, Kansas ranks 3d in production of all cereals and 5th in live stock on farms. She is 5th in the value of all farm property and 4th in average value per farm, Illinois, alone, east of the Mississippi River outranking her in these two respects. Her farm machinery earns more than that of any other state. She is the leader in per capita farm wealth.

Her farmers own four times the wealth of her town and city folks, including all the railroads and other industrial enterprises, with the largest railroad shops and the second largest meat packing plant in the world.

One-half of her farm owning farmers are paid subscribers to

KANSAS FARMER

Guaranteed circulation over
60,000 weekly, Advertising rate
30c an agate line.

The Standard Farm Paper for Kansas—the only technical farm paper in the state devoted exclusively to the Science of farming in Kansas. Its circulation comprises a distinct, heavy trade field, apart from that of any other publication.

KANSAS FARMER at a one paper cost gives you the most efficient contact with the largest part of Kansas' great farm wealth.

For proof and all further information call on or write either of the undersigned.

KANSAS FARMER TOPEKA, KANSAS

Wallace C. Richardson, Inc.

Eastern Representatives,

41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
First National Bank Bldg.,
Chicago.

Members Standard Farm Papers
Association.

HOW PARCELS POST BILLS WOULD AFFECT AD- VERTISERS

AN EXAMINATION OF PROPOSALS
NOW BEFORE CONGRESS—CAN THE
FARMER AND SMALL DEALERS BE
PLACATED AT SAME TIME? —
HIGHER COST OF DISTRIBUTING
CATALOGUES—HOW THE BIG MAIL-
ORDER HOUSES MIGHT SHIFT

Special Washington Corre- spondence.

No sooner had advertisers begun to breathe more freely over the slumber of the Oldfield patent bill, which threatened price maintenance, than along comes the measure for the establishment in the United States of a parcels post.

Every manufacturer, general advertiser, jobber and distributor is bound to be affected to greater or less extent by this innovation in our postal system which has as its object the transportation and delivery of larger and heavier packages of merchandise than have heretofore been admitted to the mails and also contemplates the handling of these parcels at lower carriage charges than have heretofore obtained.

The general impression in advertising and merchandising circles is that a parcels post system in operation would affect some interests in the field adversely and others favorably. However, just which interests will be helped and which will be hindered and the measure of the aid or the harm in each particular case can only be determined after the system is in operation. Parenthetically, it may be added that the experience of business interests in the foreign countries where the parcels post has been introduced cannot safely be taken as the basis for a forecast here in America because conditions in the United States are so different.

It is likely that many preconceived ideas as to what the parcels post will do will be found to be all wrong because not a few men, in manufacturing and advertising circles, for all that they

take much more than a superficial interest in the situation, have entirely overlooked the fact that the parcels post proposition is hooked up with some other radical proposals looking to a readjustment of postal rates.

Just to illustrate how theories may be upset let us take the premise that it is the retail merchant who will suffer, if anybody suffers from parcels post, and that the manufacturers selling direct to the consumer, and especially the mail-order houses will benefit. To cite only a few of a number of exceptions that will make my point let us consider the case of the dealers in flower and garden seeds, inexpensive jewelry (including watches when sold direct to the consumer), light-weight novelties of various kinds and the whole category of "trial size" commodities, such as toilet specialties.

All these purveyors are in the mail-order class, and theoretically they should be benefited by the parcels post. Yet as a matter of fact they will be injured—from the standpoint of the pocket-book—if the parcels post proposition is adopted in the form now before the United States Senate. The explanation is found, of course, in the circumstance that linked with the parcels post authorization is one for consolidating our present third class and fourth classes of mail at the rate of the fourth class—that is the higher rate.

CATALOGUE ADVERTISING WOULD COST MORE

The seed dealers and other distributors of small, light-weight packages have for years past been sending out their goods by fourth class post, paying at the rate of one cent per ounce. They will continue the same plan if parcels post becomes a reality, but they will derive no benefit from the new system because the average package sent out by such a firm is not bulky enough to come within the scope of the parcels post.

On the other hand these same manufacturers and distributors

Woman's World

*Over 2,000,000 Circulation
Guaranteed Every Month*

**When You Want Facts
About Woman's World
Come to Us for Them**

We are doing our utmost, which means that we are doing more than any other publication in the world, to give every Advertiser and every Advertising Agent the clearest possible facts about Woman's World.

"Dwellers by the Road" is a Book that will give you more information as to what Brands and what Grades of Merchandise there is a market for in this country than is otherwise obtainable.

—It will also give you more information about Woman's World and its subscribers than any magazine—no matter how old—has ever attempted to give you.

The compilation of these statistics cost us over \$24,000. A reading of it may save you, or any advertiser, thousands of dollars. Upon request (on your letter-head) a copy will be sent without charge to any advertiser or agent.

**Final closing date 20th of second month
preceding date of issue**

WOMAN'S WORLD

**5th Avenue Bldg.
New York**

**107 So. Clinton St.
Chicago, Ill.**

**Old South Bldg.
Boston, Mass.**

will be subjected to heavier expenses for advertising. In this field, take for example the seed business, advertising is done largely by means of catalogues sent out to permanent mailing lists and in response to inquiries stimulated by newspaper and magazine advertising. Under the Senate plan the postage bill of the average firm in this line would be doubled because catalogues as printed matter would go out at the new third class rate of one cent per ounce, which is the equivalent of the present fourth class rate, or just double the third class rate as we have it today (one cent for two ounces) and under which catalogues have been mailed for years past.

The worst of it, from the viewpoint of the small distributor is that the new scheme will discriminate between his house and the big mail-order concern in the distribution of catalogues. Under the Senate proposition—the author being Senator Jonathan Bourne, Jr., Chairman of the Senate Committee on Post Offices and Post Roads—any package weighing more than four ounces will be entitled to transmission at the new parcels post rate and as the catalogues of the large mail-order houses all weigh in excess of four ounces they will be entitled to send them at the parcel rate, which would enable a big saving over the present expense. But the seed catalogues, the jewelry catalogues and the booklets issued by the small mail-order concerns and novelty houses seldom exceed four ounces in weight and consequently it will be necessary to put on just twice as much postage as formerly. This heavier postage tax on catalogues would hit firms in many other lines, too, as for instance camera and automobile manufacturers, book publishers and the whole endless list of firms that issue small compact catalogues. It would even affect firms such as John Wanamaker, Boggs & Buhl, Macy & Company and other concerns which pursue the policy of issuing frequent catalogues rather than bulky annual ones and specialize in cata-

logues, preparing individual publications covering respectively, white goods, furniture, etc., etc.

This one commonly-overlooked angle of the parcels post proposition will serve to emphasize the fact that the new legislation may portend vastly more than appears on the surface and that the whole subject is worthy the study of manufacturers and distributors who may be called upon to adjust themselves to new conditions. While the parcels post may be yet some distance in the future it may be just as well to face the issue squarely and admit that it is coming. It is hardly possible that the proposal can be staved off indefinitely as the patent revision measure has been. A parcels post bill has already passed the House of Representatives and a similar but by no means identical measure is before the Senate. The only hope of opponents of the bill lies in the possibility that the two houses of Congress may not be able to compromise their differences on this score during the now waning session. But a perusal of the platforms adopted at the recent national conventions of the two political parties will convince almost anybody that the parcels post will be made an issue in the coming Presidential campaign if it has not become a reality before that time, so that perhaps it were just as well for manufacturers and advertisers to prepare now to discount the menace in the new scheme and to prepare to take advantage of whatever new opportunities it may afford.

HOUSE AND SENATE BILLS COMPARED

It is perhaps significant that the House of Representatives, the members of which are supposed to be a little closer to the people than are the members of the Senate, does not seem disposed to go as far as the upper house of Congress in the matter of the parcels post. The measure which has passed the House as one section of the Post Office Department Appropriation Bill provides for a parcels post by simply expanding

the limitations of our present fourth class of mail matter from a maximum of 4 pounds to a limit of 11 pounds to the individual package and supplanting the old ounce rate by a pound rate of 12 cents a pound—each fraction of a pound over one pound to cost 12 cents. This scale of rates is exactly the same as prevails under the international parcels post system and under which persons in twenty-three foreign countries have for some time past been shipping to destinations in all parts of the United States bulkier packages than our own people could post at any rate.

The House measure further provides for a limited parcels post at yet lower rates to be tried out on Rural Free Delivery routes. This is especially designed to enable the local retailer to combat the competition of the mail-order houses in the large cities. Under the provisions parcels will be carried between any two points on a R. F. D. route at the following rates: One cent for each two ounces or less; two cents for more than two ounces but not more than four ounces; three cents for more than four ounces but not more than eight ounces; four cents for more than eight ounces but not more than twelve ounces; five cents for more than twelve ounces but not more than a pound; and two cents per pound for each additional pound or fraction thereof up to and including a total of eleven pounds. The House measure also provides for a commission of six members to investigate the whole subject of the parcels post. The object of this move (although it is not specifically so stated) would be to consider the advisability of creating a general unlimited parcels post at a flat rate of eight cents per pound or less.

The bill introduced in the United States Senate by Senator Bourne, and which has been given somewhat greater publicity than the House measure, proposes lower rates for the parcels post than does its prototype. The twelve cents per pound rate figures in the Bourne bill also, but



A belated automobilist, whose car got locomotor attacks miles from anywhere, at two A. M., knocked at the door of the only house in sight.

"Who's there?" asked a voice from the upper window.

"A traveller," was the reply.

"Then travel," and the window closed with a bang.

Suppose a publication knocks at your door, claims to be a successful advertising medium, and wants to be put on your list.

Naturally, you wish a demonstration.

Farm and Fireside is an advertising medium and is working at it all the time. Look at its columns.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

here it is a maximum rate enforced only for the longest "hauls" and all shorter hauls would have the benefit of proportionately lower charges in accordance with a sort of sliding scale based on geographical zones. Under the Bourne plan the first zone will have a mean radial distance of approximately fifty miles; the second zone, two hundred miles; the third zone, five hundred miles; the fourth zone, one thousand miles; the fifth zone, two thousand miles, and the sixth zone all distances beyond that limit.

Under the Senate bill any parcel mailed in a city for delivery within the limits of that city or on a R. F. D. route for delivery on that route would be carried at a rate of five cents for the first pound and one cent for each additional pound or fraction of a pound. In the "first zone" above mentioned the rate would be six cents for the first pound and two cents for each additional pound. For delivery in the second zone seven cents for the first pound and three cents for each additional pound. In the third zone eight cents for the first and four cents for each additional pound. In the fourth zone eleven cents and seven cents respectively. In the fifth zone twelve cents for the first pound and ten cents for each pound additional. In the sixth zone the straight rate of twelve cents per pound as proposed in the House bill for all distances.

Of course some compromise will have to be reached between these two methods of charging postage ere any bill can be sent to the President for signature and it is impossible to predict at this writing whether the House or the Senate members will be most likely to recede from their demands when the proposition is thrown into conference. The Bourne plan, in even greater measure than the R. F. D. adjunct of the House scheme, promises, say its advocates, to concentrate local distribution of merchandise. Not only will the long-distance merchant be at a disadvantage in the matter of carriage charges

when competing with a local retailer but the big mail-order houses doing a national business are certain to be burdened with a formidable amount of new detail owing to the complications of the zone system, should that be adopted.

SIX DIFFERENT ZONES

Of course all general advertisers selling direct to the consumer via the mails will be confronted by this same problem of keeping track of six different zones. On each package sent out the postage will have to be computed in accordance with the scale prevailing for the zone in which its destination is located instead of the present well nigh automatic plan of providing the regulation postage stamps for each package—proven by long experience to be standard in weight. Still more troubles may arise from the fact that Senator Bourne's measure provides that all parcels shall have distinctive stamps affixed, unless there be posted at one time 2,000 or more identical pieces not weighing in excess of four ounces each, when the postage may be paid in money as is done now on circulars and catalogues sent out in bulk.

As the forces have lined up at Washington almost all the larger mercantile establishments in the great cities have been in favor of an unlimited parcels post whereas not only the country merchants but most of the retailers in the towns and smaller cities have been against the plan. That the law-makers have proceeded with the parcels post plan in the face of all opposition that could be mustered is due to the fact that the farmers are almost a unit for the parcels post—and everybody realizes the power of the farmer vote in this country. However, it is hoped that the limited parcels post which has been projected (with special concessions within the limits of any R. F. D. route) will satisfy the country folk and at the same time eliminate much of the opposition of the small retailers who will thereby be given a distinct advantage in cost as well

as in time over the mail-order houses in Chicago.

HOW THE CATALOGUE BUSINESS IS DISTRIBUTED

But, as was said at the outset of this article, many expectations may go by the board when the parcels post becomes a reality. For instance, the representative of one of the largest mail-order houses in the country recently declared before the Congressional committee investigating the parcels post that in point of value eighty-two per cent of the catalogue business of his house is shipped by freight; ten per cent by express, and eight per cent by mail. Of course the parcels post rate cannot be competitive with the freight rate, so that there naturally arises the question of just how extensively the big mail-order houses will use the parcels post, aside from the lower carriage rate it will give them on their huge catalogues.

So much stress has been laid upon the influence which would be exerted by the parcels post through its lower transportation charges that there was something of a surprise in the testimony before the Senate committee of Edward J. Shay, lately advertising manager of the Baltimore Bargain House which does a business of \$14,000,000 a year with retailers, having a list of 30,000 merchants as steady customers and 70,000 additional who are occasional customers. Mr. Shay declared that in his estimation the chief menace to the retailers lies in the eleven-pound limit rather than in the lower postage rate. He took occasion to emphasize the prestige which attaches to metropolitan location and name in selling by mail and cited the experience of the National Cloak & Suit Company with which he was formerly connected and the whole keynote of whose advertising is "New York styles." Said he: "They do not talk price so much as they talk New York styles. In the nature of things they give the customer no more style than the home merchants can give her and yet the lure of the thing will take

a woman's money to New York City instead of to her home merchant. I would like to correct that by not making it easier for the New York house to deliver that suit to the house of the woman."

The manufacturers and distributors who are pessimistic as to the effect of the parcels post on the retailers fear that the plan for especially low rates within the radius of a R. F. D. route will not really serve its purpose of equalizing conditions between the retailer on the ground and the distant mail-order house. They are dubious that the mail-order houses will get around this by securing an agent on every R. F. D. route (probably a woman who will be content to do the work for very small remuneration) who will act as a solicitor for orders. Lumped orders would then be shipped at the lowest freight rates obtainable to a distribution point—namely, the initiatory point on the R. F. D. route in question, and the individual packages, already separately addressed and even stamped would be forthwith turned over to the R. F. D. carrier, who would perforce have to deliver them under the same conditions that he delivers the parcels put up by the local merchants of the town which is the terminus of his route. By this expedient the mail-order houses would be able to retain all the prestige that comes from their lower prices or the persuasive pictures and descriptions in their catalogues and yet at the same time they would be in a position to parallel the new advantage of the local retailers in delivering purchases at the farmer's door instead of compelling him to drive to the nearest freight or express office as has been the case in the past and as would continue to be the case under the new status were not this short-cut taken advantage of, for obviously the mail-order house paying high parcels post rates for long distance under the zone system could not approach the low transportation charges within the radius of an individual R. F. D. route.

THE SKILFUL "CLASS" APPEAL TO INFLUENCE WOMEN

THEY RESPOND TO IT MORE NOTICEABLY THAN DO MEN—EASY TO BUNGLING IN WRITING "CLASS" COPY—LESSENING AMOUNT OF ADVERTISING AIMED AT FANCIES AND FOIBLES OF WOMEN—OBSERVANCE OF GOOD TASTE REQUIRED

By W. W. Hudson,

Advertising Manager of the Waverley Co. (Electric Cars), Indianapolis.

"I bought your car because your catalogue appealed to me," wrote a lady customer the other day. "I wish you would send catalogues to two friends of mine. I am sure they will buy; but they are not ready to see your salesman. Give the influence of the catalogue a chance to sink in first."

Logic is closely allied with dogmatism in the minds of many women, and there is no surer way of defeating the purpose of your argument with a woman than by insisting too strenuously on its orderly march from premise to conclusion.

If this is true of the women we meet in society, and if men instinctively govern themselves in their intercourse with women by the rule of polite exclusion of serious discussion and logical argument from their conversation, is there not a lesson in this fact for the advertiser?

"I note your catalogue begins with a good deal of history and a little about the car, and ends with a good deal about the car and very little history," wrote an analytical friend about the same time; and he was polite enough to add, "It is saturated with selling atmosphere."

No compliment he could have paid the book would have shown a finer sense of the writer's purpose in designing and compiling it. The creation of selling atmosphere should be the first purpose of every booklet or advertisement that aims to appeal to women.

The use of historical allusion to give an air of class distinction to an article advertised is not a new

device in salesmanship; but it is one that lends itself especially to the advertising of the electric automobile, of pianos or fine furniture. Examine any one of a dozen catalogues issued by the furniture firms of Grand Rapids, for instance, and compare them in selling quality with that of the Berkey & Gay Furniture Company, written by Wilbur Nesbit.

Every line of Mr. Nesbit's brochure, as well as each illustration makes a subtle appeal to the feminine sentiment for class distinction and suggests that a share of this distinction will come to the user or owner of the article advertised by its mere use or ownership.

As opposed to the selling atmosphere created by this class appeal put the argument of price or utility in favor of the other man's furniture, and how many women will choose the latter if they are free to choose to suit their preferences? Men even are influenced by class appeal. A friend of mine connected with a rival agency used the Berkey & Gay booklet as an example of what not to do in advertising (he was arguing in favor of matter of fact copy), and then admitted that he had recently purchased three suites of furniture illustrated in the catalogue he was condemning.

Men are open to class appeal, but it is essentially the "appeal feminine." The natural instinct of women makes them study the dress and appointments of those they admire or envy and either imitate or strive to surpass and excel them.

Women commonly believe that their personality expresses itself in dress and furniture, and all the little appointments on which they lavish a world of thought—the externals of life that mean so much to them.

Much of the advertising of the electric automobile is based on class appeal because women regard the electric as almost as much a part of themselves as the costumes they wear. If a lady customer thinks that purple is particularly becoming to her complexion she will order her car

finished in purple and gold, setting the purchasing department all by the ears in the effort to find harmonious trimmings.

BRIDGE SCORE BOOK TO SELL ELECTRIC AUTOS

Advertising that plays on one of the popular diversions of women is sometimes very effective. A booklet that has been used with success in selling electrics is a bridge whist score book, the rules of the game being introduced on different pages with a slight turn on each to call the mind to some quality of convenience or beauty in the electric advertised. It is hard to convince the advertising theorist that such a book has selling value. As a matter of fact the one mentioned was introduced only after a strenuous opposition from "the man higher up." One of the first results traced to it was the sudden arousal of interest in an old prospect who had been given up by the local sales department. The

play of words about her favorite game caught her attention and created a selling atmosphere about the car she had never felt before. Her order immediately followed.

Class appeal must, however, be used with judgment to produce results. There is no form of advertising appeal that may more easily be overdone. As a rule the more subtly the suggestion is made, the more effective it is. Frequent use of such words as "aristocratic," "exclusive," "distinguished" and the like seldom produces the illusion which is the essence of class appeal.

Advertisers of women's apparel are most frequent sinners in this respect. Love of finery is, of course, a strong sentiment in women of all classes and the appeal to this feeling is sometimes coarsely overdone. A certain Hosiery miss lifts her skirt to the knee and the copy begins: "Observing people cannot fail to note," etc. Such an appeal might be supposed to have great atten-

45,000,000 bushels

of wheat are now coming to market in Nebraska. Bumper Oat, Corn, Alfalfa Crops also on the way.

You can cover the richest part of Nebraska best by using

The Lincoln Daily Star

which has a larger circulation in Lincoln than any other newspaper. The Lincoln Daily Star has the largest circulation in Nebraska of any Nebraska newspaper published outside of Omaha.

Eastern Representative
Robert MacQuoid Co.
Brunswick Bldg.
New York.

Western Representative
Horace M. Ford
1048 People's Gas Bldg.
Chicago, Ill.

New England Daily Newspapers

Sell the Goods

Marshall say:

"The man with the newspaper—you see him everywhere. He is interested and he is interesting.

He has a favorite paper. So has his family. To be in these papers right means to be right in it."

Here is the wisdom of forty years in all kinds of advertising. Follow it and profit by it.

The local daily papers of New England are family papers, most of them for at least a generation.

Follow the law of Least Resistance.

Make your try outs in New England which has all the advantages of advertising and selling and none of the disadvantages.

Ten Favorite New England Newspapers that Will Sell Your Goods at a Profit

<i>Springfield, Mass., Union</i>	<i>Burlington, Vt., Free Press</i>
<i>Salem, Mass., News</i>	<i>New Haven, Ct., Register</i>
<i>New Bedford</i> <small>Standard and Mercury</small>	<i>Meriden, Ct., Record</i>
<i>Lynn, Mass., Item</i>	<i>Waterbury, Ct., Republican</i>
<i>Portland, Me., Express</i>	<i>Worcester, Mass., Gazette</i>

tion value in a crowd of young men of sporting proclivities, but why in a woman's magazine addressed to women? An exaggerated form of class appeal is the following from an advertiser of Paris gowns: "In Paris, as in America, women of distinction want not the mode to be seen everywhere, but the unusual—the distinctive fashion—following the lines of the hour, but having an individual touch."

A bald statement of this kind will disgust and offend as many people as it will attract.

While vanity and the love of finery form the basis of the appeal to women in the majority of advertisements in the fashion magazines, many of their minor peculiarities are frequently and delightfully recognized. Consider woman's love of sentiment and recall the recent advertisements of Armour's Sylvan Toilet Soap—"The Soap with a Sentiment." Could anything be more suggestive of feminine mingling of taste and sentiment in a lady's boudoir than the lattice arrangement of watered silk crossed by a funeral wreath inscribed with Easter Greetings over an open basket of violets and a box of soap? The sampler girl of our grandmother's days never did anything more sentimental.

Most of the food and household advertisements are written by men who have apparent respect for the intelligence of their women customers. Some of them are masterpieces of selling argument and some appeal to the noblest instincts of womanhood. Especially is this true of those which offer foods and garments for children. When an advertiser wants to sell a mother a cloak for her child he instinctively appeals to her better nature. Why should the same advertiser remember only her vanity when he offers her a gown for herself?

A good deal of the advertising of the day is governed by tradition. Such and such is the argument for this line of goods; so and so forth runs the argument for the other. While success has followed both lines of argument

A very busy place is the good old summer time is

Portland, Maine

Visitors from everywhere keep the shops busy all through the summer months, so there is always a busy trade in this city of ours. The

Portland Evening Express

covers the shopping news of all the stores as the Express is the one great newspaper of Maine's greatest city.

JULIUS MATHEWS, Representative.

¶ By reason of the purchase of the Boston Traveler by the Boston Herald and its issuance from the Herald plant, the presses and stereotyping outfit is offered for sale.

¶ Three Goss, four-deck, two-page wide, straight-line presses, with individual motor.

¶ One Junior Auto Plate Machine, Hoe matrix, rolling machine.

¶ Hoe curved shaver, motor driven, Hoe finishing cylinder, Hoe jig-saw and drill, motor driven, saw and trimmer, motor driven, Scott curved casting box. All in good working condition.

¶ For Sale in whole or in part, satisfactory terms to responsible parties: Apply or address Boston Herald, Boston, Mass.

The First Four Months

of 1912 The Chicago Record-Herald carried 8,425 columns of advertising. This is a

Gain of 168 Columns

over the amount of advertising carried during the corresponding four months of 1911.

The gain of The Chicago Record-Herald during

The Past Fourteen Months

is 1,904 columns, which far exceeds the combined gains of all other Chicago morning newspapers during this period.

THE CHICAGO RECORD-HERALD

New York Office - 710 Times Building

WICHITA

KANSAS

Largest milling center in southwest. \$4,500,000 last year's mill output.

The grain market of the southwest, 9,500 cars of the best wheat in the world handled by Wichita's board of trade last year.

The largest broom corn market in the world.

THESE ARE FACTS

Over 1,300 "Knights of the Grip" travel out of Wichita. All this trade reached best by

POSTERS

and the Class A Service

Crawford & Martling Poster Advertising Co.

for some length of time, it is reasonable to suppose that the false compliment that is paid their intelligence by much of the advertising of women's finery will sooner or later pall on their taste, and women will cease to patronize the man who presents his wares with fulsome flattery or odious sycophancy.

OF INTEREST TO COAL MEN

NEW YORK, JULY 11, 1912.

Editor of PRINTERS' INK:

The following may be interesting to PRINTERS' INK readers—especially those coal men who were loudest in their objections to the article I wrote showing how coal should be advertised and bought on a standard of heat units rather than mere "coal" by ancient size and weight rules.

The United States Bureau of Mines has just issued a bulletin by George S. Pope, engineer in charge of fuel inspection for the Government, in collaboration with the chemist of the bureau. Here are a few paragraphs from it:

"The purchase of coal on the dealer's statement as to quality or on the reputation of the mine or district producing the coal is gradually being discontinued. At present most coal-purchasing contracts make definite provision regarding the desired heating value of a coal and the composition as shown by analysis. The heating value is usually expressed in British thermal units and the composition specified is that shown by analysis. The price to be paid for delivered coal is made to depend on whether the analysis and heating value of samples representing the delivery shows the quality to be above or below the quality set forth in the contract.

"Large coal consumers are beginning to appreciate more and more the importance of the cost of power as a factor in the cost of producing a finished article. The endeavor to increase the efficiency and the economical operation of a power plant calls for an intimate knowledge of the quality of the coal being used. The purchase of coal under specifications insures the purchaser getting what he pays for and the coal being of the quality guaranteed.

"The replies to a circular letter sent to the mayor of every city of over 100,000 population in the United States brought out the fact that about 55 per cent of the cities replying purchase coal under specifications, many of which are similar to those used by the Government. A great many industrial concerns are likewise purchasing coal under specifications."

J. GEORGE FREDERICK.

A. R. Keator, Chicago, has been appointed Western advertising representative of the Dixie Home, Birmingham, Ala.

MAIL ORDER SUCCESS DEPENDS ON SERVICE

WHAT SERVICE MEANS — SERVICE PLATFORM PUT TO THE TEST FROM THE TIME THE FIRST REQUEST COMES FOR CATALOG — DISSATISFACTION USUALLY ARISES OUT OF POOR SERVICE

By Roy B. Simpson,
Advertising Manager, Roberts, Johnson
& Rand Shoe Co., St. Louis.

The biggest word in the business vocabulary is service, because business success nowadays depends on the kind, amount and quality of service the business man gives to his customers.

Four years ago I went to Philadelphia to live and before opening accounts at the various department stores, my wife made a number of cash purchases. A pair of gloves, purchased at one of the largest stores one morning, were delivered the following afternoon. The gloves were not the right shade, and when they were returned the floor manager refused to accept them, stating that they were on special sale the previous day. After some argument he agreed to take them back for twenty-five cents less than the price paid for them. This was poor service, not only in delivery but in meeting the request of a new customer. Needless to say that store never got any more of our money.

Another store in the same city was visited and twenty yards of white goods bought for baby's dresses. These goods were purchased at noon and delivered about 5 o'clock that afternoon. The fabric was made up into two-piece suits for a four-year-old boy, but its wearing qualities were not what could be expected of a fabric of that kind.

Two months later the boy's mother was shopping in the same department and mentioned to the salesman that the white goods bought two months previously had not given good wear. He told her to bring in one of the dresses and let him see it. She did so and the store duplicated

There are a great many more people in the homes of

Worcester, Massachusetts

who read the Gazette than read any other daily paper.

The Evening Gazette

is the kind of a paper you will feel proud to have your advertisement in—a clean, respectable newspaper that has influence enough with its readers to make the advertising pull.

The Gazette carries the most display advertising of any daily in Worcester.

JULIUS MATHEWS, Representative.

Horace Fletcher, Rose Small Hill and other noted Pure Food Authorities are contributing regularly to

PHYSICAL CULTURE

Physical Culture was the first magazine to take up the fight in the interests of pure foods, and it has been unceasing in its efforts to bring the public to a realization that pure food means good health.

It is a most logical advertising medium for the pure food manufacturers.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Boston Office: 24 Milk St.
Oliver E. Butler, Manager

Quality Circulation Brings Returns

the order, free of charge, as it was easy to see that the fabric was not up to the quality. This was first-class service both in delivering the goods and in making the customer satisfied.

One day about five years ago, during my residence in Chicago, a messenger boy from Marshall Field came to my home on Saturday afternoon with a penny which he said had been left on the counter when we were shopping that forenoon. It probably cost Marshall Field twenty-five cents to deliver that penny, but his promptness in doing so illustrates what that great establishment thinks of service, and it's on service that they have built up the most wonderful retail store in the world.

Examples such as the three mentioned could be multiplied indefinitely.

The term "service" covers correspondence, deliveries, merchandise values and treatment of customers, and if it is such an important factor in general manufacturing and retailing business it is vastly more so in the mail-order business. The concern selling goods by mail must fill requests for catalogues promptly. All letters of inquiry should be answered immediately. Merchandise values should be exactly as represented, and when goods are returned for any cause whatsoever receipt should be acknowledged and refund or exchange made without undue delay.

The man or woman who sends away from home for either luxuries or necessities is in a state of anxiety until the seller has won his confidence. People are more or less suspicious until they get the goods and find them satisfactory. There was a time when *caveat emptor* could, with perfect propriety, be placed on the front cover of a large number of mail-order catalogues. But that time has passed and your red-blooded, progressive mail-order house emphasizes the fact that it gives its customers the best possible service.

A well known and highly successful Chicago mail-order man

holds a weekly conference with his department managers. The keynote of every meeting is service, and it is found that every case of dissatisfaction is due to the negligence of some employee to properly perform his duties. The captain of these men adopted the slogan: "Get the goods there quick, and be sure they are right. Think of what the fellow at the other end is going to say when he opens up the goods!"

JUST AS TRUE OF SELLING

Talking "efficiency" too seriously is the offense of a big shoe manufacturer. He found that the girls in his stitching room were spending many minutes of the day in gossiping. Time at the machines was money to him, so he got around the unenforced "no-talking rule" by placing on every post in the stitching room gum slot machines. The girls hailed the innovation with delight, bought the gum, and to chew it—kept their mouths shut. Result, more uppers on time, and incidental 40 per cent of the proceeds of the gum slot machines. That is efficiency with a vengeance—profitable efficiency.

But why not furnish free gum, or at least two pieces for a cent? Every other detail in a factory was pulled down to the same mechanical level, the help being classed as part of the mechanical equipment. But the speeding up brings about a lessening somewhere, and it is always found that machine fatigue brings the quality of workmanship down; that the tightening up on one side makes for a slackening somewhere else.

Far better is the efficiency of a Richmond cigar factory; every hour, a few minutes of piano playing in the center of the big room clears away the stupor caused by the heat, tobacco, and strain and doesn't prevent the girls from working while listening to the music. Singing helps to clear away that lump in the throat that comes to bench work after hours of close application. The bars during the relaxation period are down for the moment, and the worker then returns to her task, stimulated to a bigger and better output during the next hour.—"*Boot and Shoe Recorder*."

THE SPREAD OF MANUFACTURE

Westward the course of industrial empire takes its way. Once on a time all the nation's factories fringed the northern seaboard, says a writer in the *Boston News Bureau*. Later they were confined by the Mississippi and the Potomac. Now the necessities of demand, the advantages of location and supplies, and the strategies of distribution have continued the diffusion into the most remote and rural commonwealths.

The article in the *Boston News Bureau* then goes on to say:

An analysis, in comparative form, of recently reported census figures on

manufactures of the various states will graphically suggest the continuing degree of this effusion. The older industrial states have, indeed, maintained a growth of output far outstripping that in population; but the newer sections not only show the swifter gains in percentage naturally following a low starting point, but a steadily larger share of the country's total product. They are making at home more of the things they need, and are shipping more surplus into the rivalry of domestic or even international trade.

The newer communities are less and less dependent on the northeastern quarter of the country for many staple manufactures, at the same time that Eastern capital has found it expedient to place many outposts far from where directors meet or stockholders dwell. In consequence the percentage gains of sectional totals over the last decade work out the following contrasts in leading items:

Per cent increase, 1899-1909:				
	Wage- earn.	Cap. ital.	Prod. uct.	*Val. added.
New England...	29	66	58	58
Middle Atlantic...	38	89	75	69
East No. Central...	41	119	83	81
West No. Central...	41	103	86	73
South Atlantic...	45	135	94	87
East So. Central...	48	150	94	99
West So. Central...	81	183	148	148
Mountain	71	176	90	78
Pacific	73	193	132	150

*Value of products less cost of material.

More exact in significance are the figures denoting relative proportions of the country's totals credited to the various sections. There has been a steady change in the distribution. Thus, in 1850, the New England and the Middle Atlantic states together produced 75 per cent of the total factory product; by 1880 their share had fallen to 62 per cent; now it has just dipped under 50 per cent.

To make these changes more concrete, it may be observed that while the product east of the Mississippi has increased in the past decade by 77 per cent, that west of the river increased 104 per cent; and it rose from 15.6 per cent to 17.6 per cent of the total. Likewise the product for the South proper jumped from 11.2 per cent to 13.5 per cent of the total. While the combined output of New England and the Middle Atlantic states has gained 71 per cent in ten years, that of the rest of the country gained 91 per cent, and its proportion from 49 per cent to 52 per cent.

New local capital and enterprise—often the board of trade type—explains part of the diffusion. Nature, in revealing new gas and coal fields, has also aided. Corporate expansion in the form of branch plants is another agent. The railroads, especially through the coaxing of their industrial departments, are a large factor. Rate rearrangements by the commerce commission must not be forgotten. Soon the Panama Canal may exert a potent influence. Primarily it is an inevitable sequence to the influx of population. First the ranch, then the farm, at last the factory.

The largest city in CONNECTICUT is

New Haven

It is one of these lively, prosperous New England cities that is cream for the advertisers of a good product. A college town—where things that appeal to young men may be advertised with profit. A manufacturing town—where things that appeal to the ordinary citizen will sell well. A town of capitalists, as its industries are mostly owned by its own people—where the things enjoyed by the well to do will find eager buyers.

The Register

is the paper of these three classes. It is the best paper from a news, editorial and advertising standpoint.

JULIUS MATHEWS, *Representative.*

FOR nearly two years I have written the lion's share of the Advertising appearing in THE FRA Magazine and THE PHILISTINE, in addition to securing the business. So, I feel that I have done some important and interesting work in an Advertising way.

Many of my advertisements have been reproduced in several other national magazines. My solicitation letters have been a subject of favorable comment among advertising men of distinction and experience.

I am now at liberty to write ads, booklets and letters for anyone who desires my services.

JAMES WALLEN

150 Walnut Street

EAST AURORA, NEW YORK

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK
CITY Telephone 5203 Madison, President and
Secretary, J. I. ROMER. Vice-President and
Treasurer, R. W. LAWRENCE. General Manager,
J. M. HOPKINS. The address of the
company is the address of the officers.

New England Office: 2 Beacon Street, Boston,
JULIUS MATHEWS, Manager. D. S. LAWLOW,
Associate Manager.

St. Louis Office: Third National Bank Building.
A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN,
Manager.

Issued every Thursday. Subscription price,
two dollars a year, five dollars for three years,
one dollar for six months. Five cents a copy.
Foreign postage, one dollar per year extra.
Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

NEW YORK, July 25, 1912

Advertising Manager's True Status

M. J. Hartung, advertising manager of the De La Vergne Machine Company, New York, made a striking point in his recent talk before the Technical Publicity Association of New York.

It has always seemed to me, (he said) that before the advertising manager can assume that elevated position which we think is rightfully his—at least the peer if not the superior of the sales manager—he must show as definite results, and must be as capable of pre-determining the results of his campaigns as the sales manager is able to foretell the profits which an increase to his selling force will produce.

With few exceptions the advertising manager is way behind the sales manager in business experience and judgment.

I daresay that some of the advertising managers here to-night (and by advertising manager I mean the man who creates the policies of his house and has the real say-so in the advertising department) will ask their employer for an appropriation of \$10,000 or \$30,000 to spend in advertising, and when asked what results they will accomplish with this money will not commit themselves to facts and figures, but will in an unbusinesslike manner sidestep the answer by haranguing about the advantages of general publicity, and state that by spreading the name of the firm on numerous pages at \$50 per issue, orders will naturally follow.

Mr. Hartung has singled out one of the many explanations why advertising managers generally do not rank with sales managers and has emphasized it as an explanation which includes several other explanations. To say that the advertising manager is dealing in very uncertain quantities and cannot prophesy exactly "unless," as Josh Billings advises, "he knows," is to dodge the issue.

The question, if he expects to place himself on an equality with the sales manager, is not why, but how. And the point Mr. Hartung raises is that advertising managers in general do not face the issue. They are not sure what the appropriations they ask for will do; they believe that it is impossible to determine; they do not try—it is fair to say of most of them, do not try—and consequently they decline to commit themselves. And it therefore follows as a matter of course that they are ranked by men who know all or most of the elements of their own problems and can therefore look ahead and foresee results.

There is little wonder, however, that the average advertising manager is not trying to do this. He has his hands full in carrying out his prescribed work. The data of advertising are much more difficult to secure and bring under control than the data of personal selling. Much comes to the advertising manager at second-hand, and *through the sales manager*. The advertising manager is not in as close touch to the field as is the other. When he is right up against the facts he is very likely to be as big a man as the sales manager and even to hold both positions.

It is the old question of "digging deep" for the facts. And because a good deal of the pavore lies too deep to be reached by the individual pick and shovel, it is really work for associated effort, for a co-operative or joint-stock drill or hydraulic pump. A good many of the advertising clubs are toiling away at the problem, with the Association of National Advertising Man-

agers, the Technical Publicity Association and the Advertising Men's League of New York making as much progress in this particular direction as any.

Out of these various endeavors will come a greater understanding, the beginnings perhaps of a science. We shall not be able to say, with absolute security, "Here is a hundred thousand dollars for advertising; go and buy \$200,000 worth of business."

But we may expect that some day it will be possible for the advertising manager to say, "Yes, with an appropriation of a hundred thousand dollars, we can do so-and-so. I shall spend it in such-and-such ways. I would do so because the results obtained by these methods last year (or according to my previous experience) were thus-and-so. And the situation at that time was so and so, and it is similar now, or even more favorable because such-and-such disadvantages have been eliminated and such-and-such improvements have been added, etc., etc."

"The computation of results is based in part upon the A. N. A. M. records, the T. P. A. records, and for the rest, upon our own investigations."

"Our trial campaign in six localities in different parts of the country back up our estimate of results. Enough dealers have been canvassed to show that we are on the right track. The factory guarantees deliveries in sufficient quantities."

"If everything goes through as the advertising department is led by the other department and its own investigations to expect, then we can count upon getting at least so much business."

It is in some such way that the advertising manager makes up his mind even now and supports his recommendations. But as a rule he has to speak with a great deal of reserve because he lacks definite information of adequate range. He needs more facts, more knowledge, and these have got to come very largely from other advertising men and other concerns. It is and can only be

a co-operative work, if we want to bring the happy day sensibly nearer.

PRINTERS' INK says:

It doesn't pay to make the contrast too striking between quality in the ads and quality in the goods.

Senator Burton's Investigation

Many of our readers will remember the report of the Massachusetts Commission on the Cost of Living, issued in 1910, in which much was made of the "advertising tax" which added to the cost of the goods to the consumer, and great emphasis placed upon the "twenty-eight per cent of advertising expense" which went to make the cost of breakfast food so high as ten cents per package. The subject was brought freshly to mind the other day by a request from the Hon. Theodore E. Burton, senator from Ohio, for figures representing the total amount spent for advertising each year as divided between magazines, newspapers, billboards, etc. The following letter from the senator was received in acknowledgment of the material sent him:

UNITED STATES SENATE
COMMITTEE ON
EXPENDITURES IN THE TREASURY DEPARTMENT
JULY 12, 1912.

Editor of PRINTERS' INK:

I am in receipt of your letter of July 10, inclosing copy of an editorial appearing in PRINTERS' INK, August 25, 1910, for which I wish to thank you. It gives me exactly the information which I was seeking.

I will say further, in respect to this, that I am not seeking any special cause to which the present high cost of living may be attributed; I am merely seeking to get at, as accurately as possible, all the causes which contribute to the existing economic conditions. What I am especially endeavoring to accomplish is an analysis of the present economies or lack of economies in the distribution of commodities. One fact seems to stand out very prominently, namely, that there is a very great increase of cost between the manufacturer's or producer's cost and that paid by the consumer. I am not ready to say whether this cost is disproportionate or not; that is, whether desirable economies can be introduced to bring the consumer's nearer to the producer's cost; but it seems to me that the greatest hope of reducing the cost of living lies in this field.

If you are able to make any sugges-

tions along this line, of course I shall appreciate them exceedingly. Meanwhile, let me thank you again for the valuable contribution which you have already made.

T. E. BURTON,
Chairman.

Senator Burton seems to realize what most of the investigators fail to detect, that the cost of living depends upon the economic condition of the entire country, and that it is not a phenomenon by itself which can be "investigated" as if it were insulated from all contact with anything else. Moreover there seems to be no disposition to prove the case before it is tried. Note the senator's words: "I am not seeking any *special cause* to which the present high cost of living may be attributed; I am merely seeking to get at * * * all the causes which contribute to the existing economic conditions." A good many investigators start with a theory to which "facts" must be found to conform. Senator Burton does not seem to be going about it in that way.

We are glad to furnish the

their copy, it is of more than passing interest to learn from the census returns that there has been a considerable decline in the number of illiterates in the United States, and where they are distributed.

According to the census figures, the number of illiterate persons in continental United States at the census of 1910 was 5,516,393 as compared with 6,180,069 in 1900, a decrease in ten years of more than 600,000 in number and a decline from 10.7 per cent to 7.7 per cent in the proportion of the population ten years of age and over so reported. The Census Bureau, it should be explained, treats as illiterate any person unable to write, regardless of his ability to read. All such would, from an advertising point of view, be particularly unresponsive.

Heavy immigration has increased illiteracy in only two States. Connecticut and New York.

The figures follow:

Geographic Divisions—	Population 10 years of age and over, 1910.		
	Total	Number	%
Continental U. S.....	71,580,270	5,516,693	7.7
New England.....	5,330,914	280,806	5.3
Middle Atlantic.....	15,446,515	874,012	5.7
East North Central.....	14,568,949	491,768	3.4
West North Central.....	9,097,311	263,628	2.9
South Atlantic.....	9,012,826	1,444,294	16.0
East South Central.....	6,178,578	1,072,100	17.4
West South Central.....	6,394,043	845,606	13.2
Mountain	2,054,249	140,628	6.8
Pacific	3,496,885	103,821	3.0

senator any data we have which bears on the subject, and we hope our readers who have information as to the cost of distribution will do likewise. May we suggest that at the same time a copy be sent to PRINTERS' INK?

PRINTERS' INK says:

"Get busy," says the boost doctor and let it go at that. But the busiest thing in the world is a pig's tail, and few things accomplish any less.

Illiteracy For those advertisers who
Decreasing take many things into consideration in making up their selling plans and preparing

WINNER LIABLE FOR PRIZE IF GIVER DOESN'T PAY FOR IT

The Supreme Court of Arkansas has recently decided that the winner of a prize in a subscription contest is liable and can be made to pay for the prize in case the newspaper does not do so. The case at issue was that of one of the smaller Arkansas newspapers which offered a prize of an automobile to the person securing the greatest number of subscriptions. The actual number of subscriptions received did not come up to expectations, and the paper failed to pay for the machine.

The winner of the contest set up the defense that inasmuch as the contest was a lottery, the contract between the newspaper and the automobile dealer, both of whom knew that the machine was to be used in a lottery, was void. The court, however, decided that if the winner kept the machine he would have to pay for it.

WHY GO TO SLEEP IN SUMMER TIME?

It is recorded of a member of the animal kingdom that with the advent of cold weather he crawls into a hole in the ground and goes to sleep. There he remains all the long winter and when the blossoms burst forth on trees and vines and the warm air moves up from the southland, he awakens and again participates in the activities of animated creatures.

This is suggestive of the general attitude of advertisers who as the sun comes near to the earth along about spring time haul down their signs of publicity and to a degree go out of business until the cold weather returns.

The thought occurs that the anticipation of poor business and the withdrawal of the means of communication with the buying public *really causes poor business*. That this is so is attested by the experiences of Chicago merchants during the recent strike on the newspapers of that city. For a few days, although papers were published, advertisements were not carried and the result was a remarkable decrease in trade among the stores in Chicago.

If business was affected simply because advertisements were not published for several days, is it not logical to suppose that when advertising is dropped for several months during the summer a decrease in business is certain to result? On the other hand is it not fair to suppose that if advertising was generally continued during the summer months business would be much better, if not up to the volume of the winter season?

As most persons are on the job regularly during the summer months with the exception of a week or so, wouldn't it be a good idea to set the advertising clutch for a higher speed so that more time may be spent on productive work and less time in twiddling of thumbs, and in stretching and yawning?—*"American Printer."*

A PUBLIC SERVICE LIBRARY

A Western public service corporation advertises in its house-organ that a certain section at the headquarters building is devoted to a library for the use of its men. The books are for the most part technical and the librarian is charged with the responsibility of keeping it up-to-date. Periodically catalogue-lists of new books are published and these are sent to all employees who make a request in writing.

H. C. Maley, former president of the Farmers Publishing Company, Bloomington, Ill., and advertising agent of the *Farmer's Voice*, has sold all his stock and interests in the above named company. There will be no other change in the personnel of this company except the election of a new president to the vacancy made by the resignation of Mr. Maley. The new president will be elected at the next meeting of the directors. Their advertising office in Chicago will be in charge of E. T. R. Murfey.

The best Advertised Building in America

Specifications:

55 stories high.
750 feet from
cupola to street
level;
20,000 sq. feet of
space on each
floor, divided to
suit, absolutely
fireproof;
land and building
cost over
\$12,500,000.00;
4 self-containing
stairways;
34 elevators;
Ready Fall 1912.



The New Woolworth Building!

Advertisers who locate here will benefit by all the publicity given the highest office building in the world.

For rents and
floor plans write

EDWARD J. HOGAN
AGENT

3 Park Row - New York City
C o r t l a n d t 5 2 7 9

The Little Schoolmaster's Classroom

A "direct campaign" agency issues a syndicate house-organ that is sold to financial concerns throughout the country. Each purchaser of a lot of the house-organ can have two pages of special advertising matter inserted. Recently the agency was attracted by the copy that came from one city. The viewpoint of the writer of the copy was fresh; and his ideas were always strong in human interest. It was the best copy of its class that the concern had ever received, so its manager said, and a very strong compliment was passed out to the distant writer by asking if he would take a position with the agency. The offer was courteously declined, and the copy-writer took occasion to explain that he did not think he could write the admired style of copy for any advertiser except the one with which he worked. The little things that he wrote about—the ideas on which he based his pleasing arguments—were things that were picked up in his close contact with the business. Arguing along this line, the advertising manager of one of the best advertised cereals declares that no man can write the kind of copy that ought to be used in advertising that cereal unless he were there with the concern most of his time, giving his thoughts principally to the cereal business and living in the atmosphere of the job generally.

* * *

There is considerable plausibility to this argument, and yet the Schoolmaster thinks that whether it would hold true in any given case is largely a question of temperament. There are undoubtedly men who can create ideas and write easily only about the business with which most of their time is spent. Others, with more of the newspaper reporter's temperament, can get a wonder-

ful grasp and a valuable outside point of view about the features of a business in a short time. The versatility and rapidity of some of the advertising agency men is almost marvelous. Many a man who makes an ideal advertising manager for one concern would not be a success as an agency man. Blessed is the advertising man who has found his work.

* * *

A lithographing concern whose book of samples shows that it has a fondness for all sorts of cloud-like effects around the type matter of letterheads, was asked for a quotation on a simple lettered design—no frills or feathers. To the astonishment of the advertising man, who thought he had a particularly strong dignified design, the lithographer came back with the recommendation that he wouldn't advise a lithographed letterhead until something "artistic" could be worked up—in other words, a nice cloud and a few other side-effects.

* * *

"What would be your price on three short, crisp letters on my proposition?" inquired a manufacturer of a letter specialist.

"I don't know that my letters would be short," replied the letter man. "Maybe when I dug into your proposition I might find that a long letter was needed."

One of the first things that people seem to learn about advertising is that everything must be exceedingly short or it won't be read. But as the editor of a story magazine is fond of saying, "It is strength, not length, that counts."

An advertiser who has probably made as effective use of letters as any one in America says that often between big stacks of orders comes that familiar criticism that the letter responsible for the orders is entirely too long and would likely have

brought an order had it been shorter. The funny part of this business is that the critic rarely stops to reflect that he is not a real prospect and does not criticize from the viewpoint of one. It goes without saying that criticisms from real prospects are worth heeding.

* * *

Some charity advertising may be dry and unconvincing, but not that put out by the New York Association for Improving the Condition of the Poor. Note the following sentences from a recent advertisement:

Do you know that the New Yorker living below Fourteenth street has an average of only eighteen square feet of breathing space? Can you imagine any one more in need of fresh-air outings than these dwellers in sultry homes hemmed in by scorching pavements? They have neither opportunity nor money to seek pure air. For them, fresh breezes and outdoor freedom are made impossible by congestion. Every penny of their small earnings goes to satisfy pressing needs.

It takes only a picture or two of the youngsters, first in congested surroundings and then on the seashore, smiling happily as the waves tickle their feet, to build up a strong human-interest story.

* * *

"What can you afford to pay for an order?" asked an agency man who was called in by an advertiser.

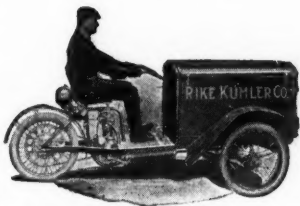
"I never figured that out," was the reply.

"What are the principal obstacles that your salesmen get up against in their work?"

The advertiser had no data on this, either, and yet he seemed more desirous of going ahead with advertising plans than he was to dig into the roots of his problem. There's enough uncertainty, even after the fundamental facts are uncovered; the risk is only increased by proceeding in a half-blind way.

But not always is it the advertiser who takes the attitude here described. A speaker before an advertising club recently told how a saw manufacturer was solicited by an aggressive concern that wanted a chance to show how the manufacturer could get

Motor delivery now an economy



NEW ERA TRI-CAR.

Merchants in various parts of the country have long looked for a cheap and reliable form of motor delivery.

The horse-drawn vehicle has proven expensive and confines the merchant to a limited territory.

The automobile is too expensive to run and maintain.

The New Era Tri-Car is the cheapest and most reliable form of delivery known.

It costs less to run and maintain than either the horse-drawn vehicle or the automobile.

It delivers more goods and makes more deliveries than either because of its power, lightness and general adaptability to road conditions.

It will place the merchant in closer touch with his customers and greatly increase his territory to draw trade from.

The Tri-Car is so simple and sturdy of construction that any young man can run it and care for it.

Consider the help the Tri-Car will be to you in the building up of a large and paying trade.

Merchants in the various lines of trade and in numerous parts of the country have run and maintained the Tri-Car for less than twenty-five cents a day.

Make use of the coupon—it will bring you information that will surely convince you of the worth of the Tri-Car in your business.

THE NEW ERA AUTO-CYCLE COMPANY
31 Dale Avenue DAYTON, OHIO

THE NEW ERA AUTO-CYCLE CO.
31 Dale Avenue, Dayton, Ohio

Gentlemen:
Please send me your literature.

Name

Street

City State.....

Mail Order Man wants position

Competent to take entire charge of Mail Order campaign, or establish mail order dept. Applies "scientific management" to every detail to keep costs in proper proportion to results.

Two years in printing business gave him knowledge of printing, paper, engraving, etc.

Position as publisher's representative gave him knowledge of personal salesmanship and human nature.

Agency position gave him experience in preparing copy, sales letters, and follow up literature in different lines.

He has had considerable experience in conducting successful mail order book campaigns.

For the past four years, he has had entire charge of selling for the largest mail order concern of its kind in the country, selling goods in every part of the world.

This position has given him a wide experience in selling goods by mail in foreign as well as home markets.

Age 26. Married. Present employers best reference, but can furnish many others as to character and ability.

If you have an opening for such a man, write H. L. K., care of PRINTERS' INK.

results at a saving of twenty-five per cent. Finally, the solicited said to the solicitor, "All right—show me." And a representative of very confident air came on. Before he had gone very far in his interview, the manufacturer halted the talk with a question:

"Look here, what do you know about our business?"

"I know that you are making saws," was the reply.

"What kind of saws do we make and whom do we sell them to?" persisted the manufacturer, and very quickly the solicitor was forced to acknowledge that he was on the point of proposing campaigns when his knowledge of the conditions in the manufacturer's line was meager. He was promptly informed that there was no time for him in that manufacturer's office.

* * *

"We specialize on the advertising of engineering products," says the representative of an agency that you hear little about but which seems to be doing a successful business. There is considerable room in the advertising field for specializing and no doubt there will be more of it in days to come. The advertising man who is long in his knowledge of machinery, live stock, furniture, textiles, or any other special field, certainly has good argument when dealing with advertisers that want to tackle such special fields.

* * *

Don't let that fine half-tone lie around with its face unprotected and then be exasperated when after-use shows scratches. Half-tones ought to be handled with great care. Blotting paper is an excellent protecting material for the face of such a plate.

* * *

Some one asks what should be the effect if we always sent along with each advertisement, the amount of cash required to pay for the insertion of the copy. 'Twould be a forcible reminder on many occasions that we were getting a poor run for our money, wouldn't it?

MORE THAN ONE WAY

A baking powder salesman of Oklahoma had called on a certain merchant for several trips, with no results further than to be more discourteously treated on each succeeding trip. At last he went in and said:

Mr. Merchant:

I am selling "Veneer Drums." These drums are substantially built, bound with two inch iron hoops, and are put up in a way that makes an absolutely dust-proof container. These drums are splendid for store use, and will serve to keep your coffee, beans or rice perfectly clean and sanitary. The price of these drums, is \$13.50 each. For advertising purposes we put in 6½ doz. lbs. of Calumet Baking Powder, which, if you could sell, would bring you \$19.50, and leave you \$6.00 clear profit, besides the handsome store fixture. Since, however, you cannot sell the baking powder, we would be perfectly willing to pack the drum with rice chaff, and at a very small cost to you could get out some private brand cartons, pack up the rice chaff, and sell it for breakfast food under your own

name. We guarantee it to be perfectly harmless."

The merchant replied: "Well, I don't need any of your baking powder, but I do need a keg like that. Write it up."—*Calumet "Sales Sense."*

Business Manager Wanted for Boston Magazine

He must be a hustler, able to show a clean record as a business getter. Communications treated confidentially. Address "Boston," Box 16, care Printers' Ink.

THE PULLING POWER OF CLEANLINESS.

You can reach the representative people of Pittsburgh most consistently through THE PITTSBURGH POST and THE PITTSBURGH SUN. All persons of character and consequence read THE POST and THE SUN because their advertisements, as well as their news matter, are absolutely clean. No fake medicine publicity or fraudulent propositions of any kind are permitted the use of their columns.

If you value being associated with advertisers who appreciate clean papers as assets to their products your logical Pittsburgh mediums will be

THE PITTSBURGH POST THE PITTSBURGH SUN

EMIL M. SCHOLZ
General Manager.

CONE, LORENZEN & WOODMAN
Foreign Representatives
NEW YORK CHICAGO

Booklet No. 3

Discussing the Synthetic Advertising Campaign, will be mailed upon receipt of a signed request upon your stationery.

C. A. KEEFER & STAFF

446-448 Broadway Albany, N. Y.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation 128,384

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

1847 ROGERS BROS. X S
TRIPLE

"Silver Plate that Wears"

The famous trade mark
1847 ROGERS BROS. guarantees
the heaviest triple plate.

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

Addressograph PLANT, like new. Addressographs, Graphotypes, 4-line Frames, Cabinets. Sacrifice. WAGNER, 520 Spruce St., Scranton, Pa.

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ADVERTISING NOVELTIES

COAL DEALERS can make a hit by a judicious use of our celluloid and metal advertising novelties. Ask for the business getters. **SAMPLES FREE.** Bastian Bros. Co., Rochester, N. Y.

BUSINESS OPPORTUNITIES

BUSINESS LETTERS, never flippant, always courteously crisp. **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.**

PRESIDENT of successful New York Publishing Corporation will invest \$25,000 in novel magazine enterprise for eastern or western coasts; who will join him with equal amount? Highest references given and required. "SECRETARY," 31 West 38th Street, New York.

TO PUBLISHERS OF BUSINESS JOURNALS

I am conducting a "Business-Building Department" in a certain journal. It is entirely original, and quite a feature. I want to conduct a somewhat similar department for another journal. Am also writing business editorials for two papers in different cities, and wish to write for one more. Address "WRITER," Box 212, care of Printers' Ink.

FOR SALE

FOR SALE—Well established daily Republican newspaper in middle West, paying 40 per cent. on \$12,000 investment. Not all cash required of right party. Address "X," care of this paper.

HELP WANTED

WANTED—An assistant in the Advertising Department of a large Chicago manufacturer. Experience in writing booklets, copy, etc., necessary. "C," care Printers' Ink.

ADVERTISEMENT WRITER and General Publicity Man Wanted by a publishing house. Address, stating experiences, references, and salary required. "Z. X. Y.," Box 148, Madison Square Branch, New York Post Office.

WANTED COPY-WRITER—A growing western agency needs the services of a copy writer who can produce good copy; a man strong in agricultural lines especially desired. Submit samples of your work, and state age, experience, and salary expected in first letter. Address "S. W.," care of Printers' Ink.

ELECTRICAL ADVERTISING MAN WANTED by a large electric manufacturing company. Must have a working knowledge of electricity and must have had experience in preparing advertisements, booklets, letters, etc. State previous experience, salary desired, and submit specimens of work. Address "R. Y.," Box 211, care of Printers' Ink.

SOLICITORS WANTED

We have a very interesting proposition to make to two or three young men in New York, Boston, and Philadelphia, representing the Graphic Arts and Crafts Year Book. The requirements are: Selling ability, a fair knowledge of advertising, and the technical side of printing and engraving. A splendid opportunity through this work to qualify for permanent advertising service positions. "Y. D. R.," Box 207, care Printers' Ink.

A LIVE WIRE ADVERTISING MAN controlling active accounts is offered an unusual opportunity of connecting with an Advertising Agency owning its own printing plant. No investment necessary. If you can produce we want you. "C. B. A.," Box 218, Printers' Ink.

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Bodgers Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITIONS WANTED

MAGAZINE EDITOR, Harvard graduate, years of experience in printing, publishing and publicity, will consider good opportunity. Locality no object. "C. H.," care Printers' Ink.

ADVERTISING ASSISTANT

Ambitious young man of 25, experienced in catalog and advertising work, desires position with manufacturer or agency; salary secondary to opportunity. P. O. Box 91, Hoboken, N. J.

Experienced Ad-writer,

23, with excellent references, desires position as asst. adv. mgr. or copy writer in agency or dept. store. "Z. X. Z.," Box 100, care Printers' Ink.

MAN with wide advertising, merchandising, and correspondence experience desires position as advertising mgr. Now with agency. Opportunity more important than initial salary. Best references. "Manager," Box 208, Printers' Ink.

Commercial Artist, age 30, married, New York. Handles figures, booklets, general designing. Able to manage department. Salary \$50.00 per week. "X. X. X.," Box 209, care Printers' Ink.

EXPERIENCED Copy Man and Correspondent. Practical knowledge of printing, engraving, stock, color, ad-typography. Window trims, selling plans and house organs. Sketch illustrative ideas. Married. Age 28. Salary \$35. "C. D.," Box 200, care of Printers' Ink.

AGENCY OFFICE MAN

Age 38. Twenty years' advertising experience. Eight years' in present position as office manager old established agency. Thorough knowledge all departments. Able correspondent; executive ability. Write "OPPER," Printers' Ink.

A Specialist

IN BOOKLET AND CIRCULAR WORK

capable of handling copy and get up from start to finish, wants position with high class firm. Now employed by large publishing house—highest reference as to ability from present employer. Reason for change—want to broaden field of effort. Address "E. M. T.," 8th floor, 11 West 32d Street, New York City.

WANTED

Man of unusual experience seeks position with live advertising agency. Has had fourteen years' training in all kinds of job printing, is an experienced commercial photographer having made photos of buildings, machinery, and commercial goods for reproduction. Has had several years' practice as architectural, mechanical, and topographical draftsman. Can make artistic layouts for booklets, catalogues, and newspaper advertisements and can prepare advertising copy. Moderate salary. Strictly temperate. "RELIABLE," Box 215, care Printers' Ink.

ABLE COPY AND PROOF READER

and ad copy writer; several years' experience in daily newspaper work, as well as on regular and technical publications, desires permanent position in New York, New Jersey or adjacent States. Has always outlived her positions and can prove by an uninterrupted list of references that she has unqualifiedly made good. Post must be permanent and pay at least twenty dollars weekly. Write or wire E. PLAIN, 44 North Street, Binghamton, N. Y.

Advertising Executive with Merchandising Sense

My experience with many propositions has taught me how to plan and conduct campaigns, free from spectacular features, but utilizing in a practical way the unified efforts of sales, advertising and manufacturing departments. I lay no claim to so-called advertising cleverness; but my record proves that I can thoroughly analyze, safely advise and efficiently execute. Successful experience in agency, mail order and general publicity work. I am earning \$4,000 a year but for good reasons would consider a proposition (without immediate salary increase) from agency or manufacturer who seeks permanent results through advertising based on correct merchandising methods—and who will, of course, demand concrete proof of my ability. "Q. E. D.," Box 210, care of Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK'S Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1911, **26,377**. Best advertising medium in Alabama.
Montgomery, Advertiser, net av. year 1911, **Dy. 17,569**; Sun., **22,238**. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

ARIZONA

Phoenix, Gazette. Average June, 1912, **6,238** daily. A. A. A. ex. regularly.

CONNECTICUT

Meriden, Journal, evening. Actual average for 1910, **7,801**; 1911, **7,892**.
Meriden, Morning Record & Republican. Daily av.: 1909 **7,709**; 1910, **7,893**; 1911, **8,085**.
New Haven, Evening Register, daily. Aver. for 1911 (sworn) **19,154** daily, 2c.; Sunday, **15,108**, 5c.
Norwalk, Evening Hour. Average circulation 1911, **3,646**. Carries half page of wants.
Waterbury, Republican. Examined by A. A. A. regularly. 1911, Daily, **7,515**; Sunday, **7,009**.

DISTRICT OF COLUMBIA

Washington, Star, Evening and Sunday. Average daily 4 mos. '12, **64,104** (©). Carrier delivery.

ILLINOIS



Chicago Examiner, average 1911, Sunday **541,623**, Daily **216,698**, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday **Examiner** SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers **PRINT**.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, Polish Daily News. Year ending May, 1912, **16,094**; May average, **16,705**.

Champaign, News. Leading paper in field. (Champaign-Urbana.) Average year 1911, **5,327**.

Joliet, Herald, evening and Sunday morning. Aver. year ending Dec. 31, 1911, **9,114**.

Peoria, Evening Star. Circulation for 1911, **21,160**.

INDIANA

South Bend, Tribune. Sworn average May, 1912, **13,333**. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye. Average 1911, daily, **9,426**; Sunday, **10,581**. "All paid in advance."
Des Moines, Register & Leader (av. '11), **35,263**.
Evening Tribune, **20,316** (same ownership). Combined circulation **55,570-363** larger than any other Iowa paper. Supreme in want ad held.
Washington, Eve. Journal. Only daily in county. **1,966** subscribers. All good people.
Waterloo, Evening Courier, 53rd year; Av. dy. year 1911, **8,139**. Waterloo pop., **27,000**.

KENTUCKY

Louisville, Courier-Journal. Average 1911, daily and Sunday, **28,911**.
Louisville, The Times, evening daily, average for 1911 net paid **47,966**.

MAINE

Augusta, Kennebec Journal, daily average 1911, **9,872**. Largest and best cir. in Cent. Me.
Bangor, Commercial. Average for 1911, daily **10,444**.
Portland, Evening Express. Average for 1911, daily **17,626**. Sunday **Telegram**, **13,018**.

MARYLAND

Baltimore, News, daily. News Publishing Company. Average 1911, **79,626**. For June, 1912, **86,390**.

The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, Globe. Average circulation. Daily (2 cents a copy) 1911, **184,614**—Dec. av., **187,178**.

Sunday

1911, **323,147**—Dec. av., **324,476**.
 Advertising Totals: 1911, **8,376,061** lines

Gain, 1911, **447,983** lines

3,227,521 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day ad.

Boston, Daily Post. Greatest June of the *Post*. Circulation averages: *Daily Post*, 408,007, gain of 66,551 copies per day over June, 1911. *Sunday Post*, 328,829, gain of 40,131 copies per Sunday over June, 1911.

Boston, Herald. guaranteed daily circulation 110,714 (average for whole year ending April 30, 1912). The newspaper of the home owners of New England.

Lawrence, Telegram, evening, 1911 av. 5,405. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1909, 16,639; 1910, 16,862; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1911, 18,871.

Worcester, Gazette, evening. Av. Jan. to Dec., '11, 19,051. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, Patriot. Aver. year, 1911, daily 10,368; Sunday, 11,213. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 31,587.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec, 31, 1911, 108,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal. Every evening and Sunday (©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,303. Daily average circulation for June, 1912, evening only, 81,188. Average Sunday circulation for June, 1912, 84,933.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,556. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.

MISSOURI

Lamar, Democrat, weekly. Average, 1911, 3,511.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1911, 123,829

NEW JERSEY

Camden, Daily Courier, covers Southern New Jersey. 10,350 daily average 1st 4 mos. 1912.

Camden, Post-Telegram. 10,416 daily average 1911. Camden's oldest daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 10-'07, 20,370; '08, 21,326; '09, 19,063; '10, 19,233; '11, 20,115.

NEW YORK

Albany, Evening Journal. Daily average for 1911, 18,361. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, Courier, morn. Av., 1911, Sunday, 97,764; daily, 86,368; *Enquirer*, evening, 33,391.

Buffalo, Evening News. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1911, 6,237.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 130,670. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, Gazette, daily. A. N. Liecty. Actual Average for 1911, 20,817. Benjamin C. Kentnor, 325 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Union Star, 755 "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

Troy, Record. Av. circulation 1911, (A. M., 6,322; P. M., 18,738) 24,067. Only paper in city which has permitted A. A. A. examination, and made public thereport. Utica, *National Electrical Contractor.* mo Average for 1911, 2,636.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1911: Daily, 98,129; Sunday, 125,191.

For June, 1912, 110,840 daily; Sunday, 132,771.

Youngstown, Vindicator. D'y av., '11, 15,422.

LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, Times, daily. 23,174 average, June, 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, The Press (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 85,563; the Sunday *Press*, 174,372.

Washington, Reporter and Observer, circulation average 1911, 13,823.

West Chester, Local News, daily, W. H. Hodgson. Aver. for 1911, 18,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening, 18,401 net, sworn. A. A. A. examination.

Williamsport, News, eve. Net av. 9523, June, 1912, 9782. Best paper in prosperous region.

York, Dispatch and Daily. Average for 1911, 18,537. (A. A. A. certificate)

RHODE ISLAND

Newport, Daily News, (evening) 66th year. Covers field. Circulation for 1911, 4,406.

Pawtucket, Evening Times. Average circulation for 1911, 20,297—sworn.

Providence, Daily Journal. Average for 1911, 23,067 (©). Sunday, 32,688 (©). *Evening Bulletin*, 50,486 average 1911.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,445.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1911, 8,239.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1911, 5,764. Examined by A. A. A. Burlington, *Free Press.* Examined by A. A. A. 8,998 net. Largest city and state.

VIRGINIA

Danville, The Bee (eve.) Aver. June, 1912, 5,518. *The Register* (morn.), av. June, '12, 3,339.

WASHINGTON

Tacoma, Ledger Average year 1912, daily, 19,001. Sunday, 27,388.

Tacoma, News. Average for year 1911, 19,310.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average year 1911, 8,971. Established over 40 years ago.

Janesville, Gazette. Daily average, June, 1912, daily 6,023; semi-weekly, 1,692.

Madison, State Journal, daily. Actual average circulation for year 1911, 7,917.

Racine (Wis.) Journal-News. Average June, 1912, circulation, 6,930.



Milwaukee, The Evening Wisconsin, daily. Average daily circulation for year 1911, 44,766, an increase of over 3,000 daily average over 1910. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

MANITOBA, CAN.

Winnipeg, Der Nordwestern. Canada's National German weekly. Av. 1911, 23,026. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,428.

QUEBEC, CAN.

Montreal, La Presse. Daily average for year 1911, 104,197. Largest in Canada

Montreal, La Patrie. Ave. year 1911, 46,982 daily; 55,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, The Leader. Aver. May, 1912, 11,685. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,696 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,000 paid want ads; a gain of 18,723 over 1910, and 340,566 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN' THE Minneapolis Tribune is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,557 lines. The number of individual advertisements published was 26,573. **Ink Pub. Co.** Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The *Mobile Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy av. 1st 4 mos. '11, 64,154. (◎◎) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville *Courier-Journal* (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 235 Broadway, New York City.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people.

TENNESSEE

The Memphis *Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

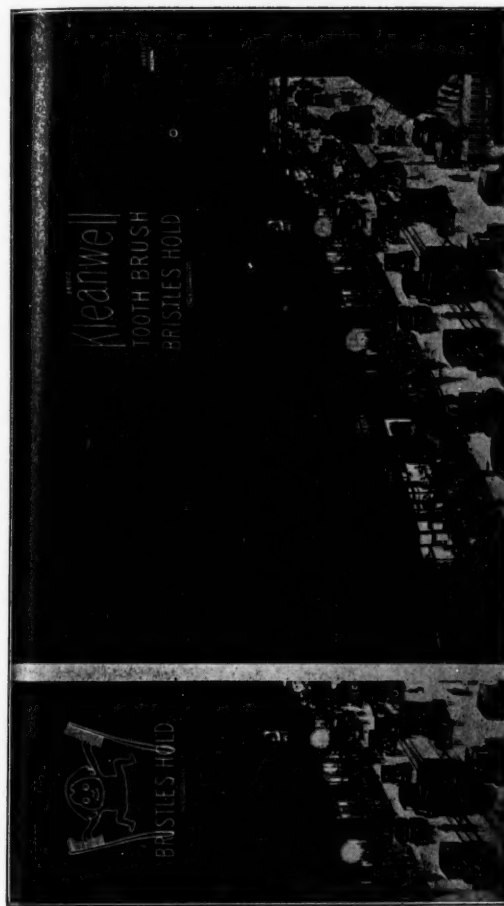
The Milwaukee *Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK

July 25, 1912

Vital Ideas that Come in Disguise.....	Leonard M. Frailey Secretary, Joseph Campbell Co.	3
Who Is Your Public?.....	John P. Wilder	17
New Turns in Follow-up that Saved Prospects.....	W. W. Garrison Of the Hudson Motor Car Co.	26
Grotesque—But It Pulled.....		39
Advertisers Can Now Closely Estimate Results.....	J. C. McQuiston Adv. Mgr., Westinghouse Electric & Mfg. Co.	36
Subsiding Salesmen		36
Getting the Higher Priced Goods Across.....	Roy W. Johnson	38
Imagination as a Factor in Practical Development.....	Cromwell Childe	46
Volume of Advertising in Leading Farm Publications for June.....		52
Reducing Element of Risk in a Long-time Campaign.....	O. H. L. Wernicke President of the Macey Co.	54
Recent Decisions of Interest to Advertisers.....		55
How Parcels Post Bills Would Affect Advertisers.....	Special Washington Correspondence	58
The Skilful "Class" Appeal to Influence Women.....	W. W. Hudson Adv. Mgr., The Waverley Co.	64
Mail-Order Success Depends upon Service.....	Roy B. Simpson Adv. Mgr., Roberts, Johnson & Rand Shoe Co.	69
Editorials		72
Advertising Manager's True Status—Senator Burton's Investigations—Illiteracy Decreasing.		
Little Schoolmaster's Class-room		76



The Largest Electric Tooth Brush Sign in the World
 The "Great White Way's" Newest Electrical Display, at present amusing thousands nightly on Broadway, New York City. The story, "BRISTLES HOLD," (one of the leading features of the famous BRISCO-KLEANWELL TOOTH BRUSHES), is forcefully told by the antics of the Brownie in his constant tugging at the Bristles in the two enormous Tooth Brushes.

The O. J. Gude Co., N.Y.

New York City

935 Broadway

SUPPOSE you had to make a personal call to secure every customer for your goods. Would you solicit everyone you met, or could approach regardless of their intelligence, influence and purchasing power?

Or would you devote your time and attention to those who were evidently able to appreciate and to purchase your product; those whose example would be most effective, whose patronage once secured, could not be easily diverted?

If intelligence, influence and purchasing power are the qualities most desirable in your prospective customers look to

THE CENTURY ST. NICHOLAS

consider their

Illustrations

Artists

Advertisements

Letterpress

Authors

Advertisers

These magazines have for nearly half a century enjoyed the patronage of the best class of people and the best class of advertisers.